### Focus Area 1: Management
Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally. In 2020 the special focus will be on personnel matters and coaching.

### IFLA Strategic Direction
2: Inspire and enhance professional practice  
3: Connect and empower the field  
4: Optimize our organization

### Key Initiatives

<table>
<thead>
<tr>
<th></th>
<th>Projects/Activities</th>
<th>Tasks &amp; Responsibility</th>
<th>Timeframe</th>
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</thead>
<tbody>
<tr>
<td>☐</td>
<td>Coaching Initiative together with CPDWL</td>
<td>Coaching Initiative working group (coordinate) with CPDWL</td>
<td>Annual</td>
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<tr>
<td>☐</td>
<td>Sharing management best practices on social media</td>
<td>Information Working group</td>
<td>Monthly</td>
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<td>☐</td>
<td>Management skills building - webinars and other interactive ways of promoting and developing best practices in management</td>
<td>Management Skills Building Working group (coordinate webinars with CPDWL and NPSIG)</td>
<td>12 months</td>
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<td>☐</td>
<td>Interactive sessions on management connected to Midwinter-meeting</td>
<td>Officers and host of midwinter-meeting</td>
<td>Annual</td>
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<td>☐</td>
<td>Interactive sessions on management on conferences or satellite meetings</td>
<td>Session Working group</td>
<td>Annual</td>
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How will you communicate your activities and results?
Update our current communications plan with multichannel approach for all projects and activities.

How will you measure the impact of your activities?

- Survey coaching participants on the impact of the coaching sessions
- Likes and shares on social media
- Number of views of webinar
- Attendance at Management & Marketing Section’s Congress sessions and conferences
- Gather stories of success from professionals and libraries

Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.

Work With CPDWL on the coaching initiative and on webinars. With other sections, as interested, in other management activities or sessions.