personal growth

counseling and development center



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impact the world
touch the future...

Multitasking Librarian in The Global Era: Service Excellent

Gadjah Mada University
Dies Natalis Gadjah Mada University

Thursday, March 10th 2016

Ratih Ibrahim, Psychologist
CEO of Personal Growth

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Personal Growth

PERSONAL GROWTH didirikan pada tahun 2003 oleh Ratih Ibrahim, MM., Psikolog., dan secara resmi di bawah lisensi 'Akta Pendirian Perseroan Terbatas no.13, th 2008' dikeluarkan oleh Menteri Hukum dan Hak Asasi Manusia.

Personal Growth menyediakan layanan psikologis, yang mengkhususkan pada layanan Pusat Konseling dan Pusat Pengembangan.
Di bawah arahan Ratih Ibrahim, Personal Growth didukung juga oleh para psikolog kompeten yang ahli di bidangnya untuk merancang program yang paling baik dan efektif serta sesuai dengan kebutuhan klien.

Ratih Ibrahim

PSIKOLOG
Lulusan Universitas Indonesia

MAGISTER MANAGEMENT
Prasetya Mulya Business School

DIREKTUR dan PENDIRI
PT Personal Growth

PENDIRI Joy Parenting

PENGURUS IPK Pusat

ANGGOTA
American Psychological Association
HIMPSI

STAFF PENGAJAR
Prasetya Mulya Business School



Ratih Ibrahim

Narasumber untuk berbagai media massa, baik cetak, radio, TV diantaranya Koran Kompas, Majalah Femina, FeMale Radio, dan MetroTV

Konsultan dan juri utk berbagai ajang pencarian bakat, antara lain Indonesian Idol dan Wajah Femina. Konsultan berbagai brand di antaranya Ponds, Samsung Galaxy Note 10.1, Samsung Electronics Indonesia, Nestle Dancow, dan DULUX





What business are you in?

Identify the institution

Gadjah Mada University

- An Indonesian public ivy league research university located in Yogyakarta, Indonesia
- The oldest and largest institution of higher learning in Indonesia
- One of the most prestigious universities in Indonesia



Identify the institution

Library of Gadjah Mada University

Vision:

To be a center of global information services supported with appropriate technology that puts priority on research and postgraduate studies

Mission:

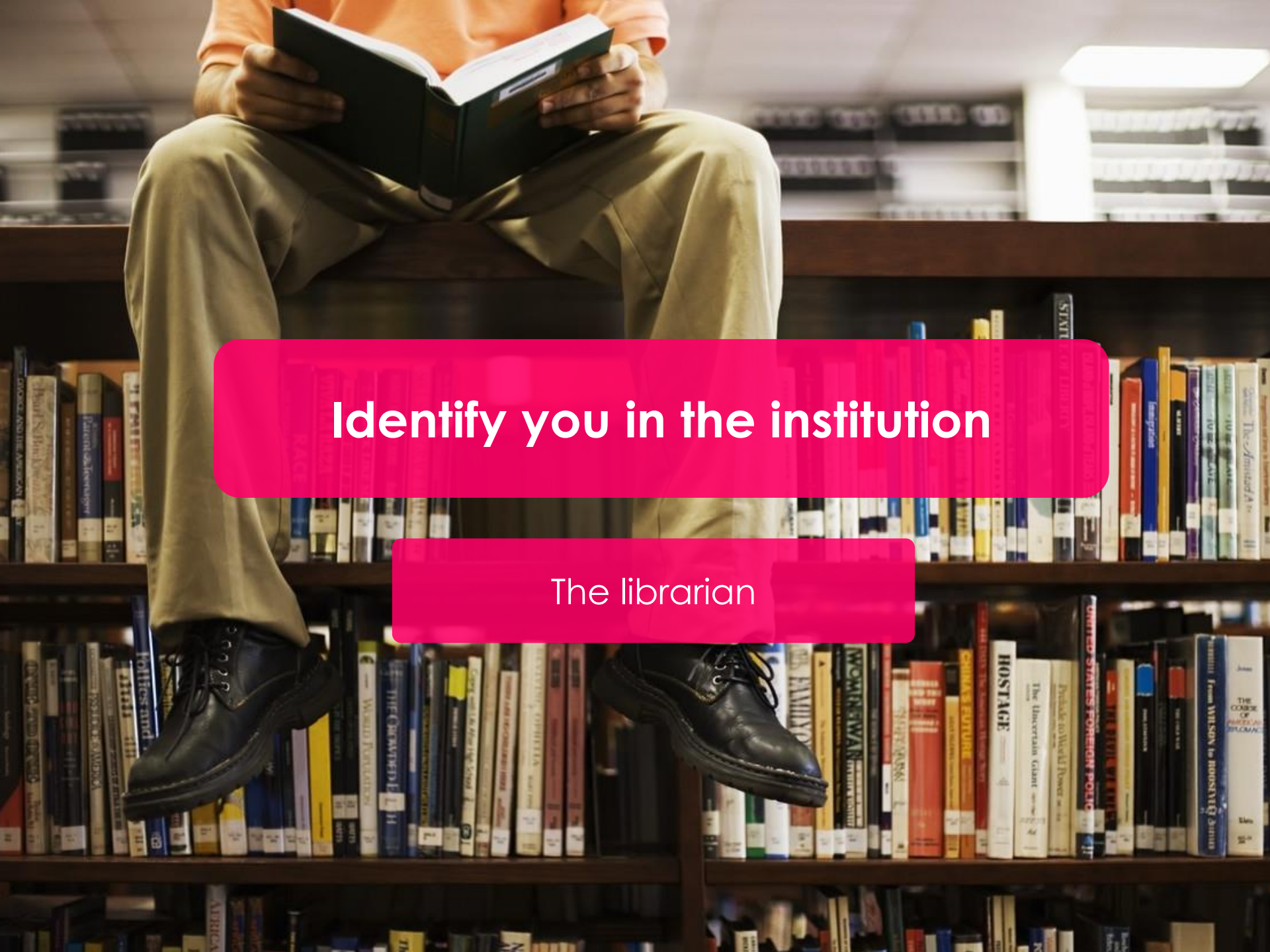
- To be a center of scientific information reference for all academics in the University
- To be a reliable support unit of the University in the undertaking of three duties of higher education (learning, research, and community service)
- To facilitate life long learning and be the second home of all academics in the University


Identify the customer


Identify the product

Identify the stakeholder





Identify you in the institution

The librarian



Service Excellent

“Service is everybody business”

Ronald Henskoff



Service Business



"The largest and the fast growing segment of small business enterprise"
– Griffin & Ebert (1993)

Service

A system or business that meets public needs
-Oxford learner's pocket dictionary

A valuable action, deed, or effort performed to satisfy a need or to fulfill a demand
– Oxford Dictionary



Service Excellent

"Delivering what is promised and dealing well with any problems and queries that arise"

-Johnston, R. & Clark, G

3 *Library As A Business*

Why library is a service business?

Old definition:

"A building or room
containing collections of
books, periodicals,
and sometimes films and
recorded music
for use or borrowing
by the public
or the members
of an institution"

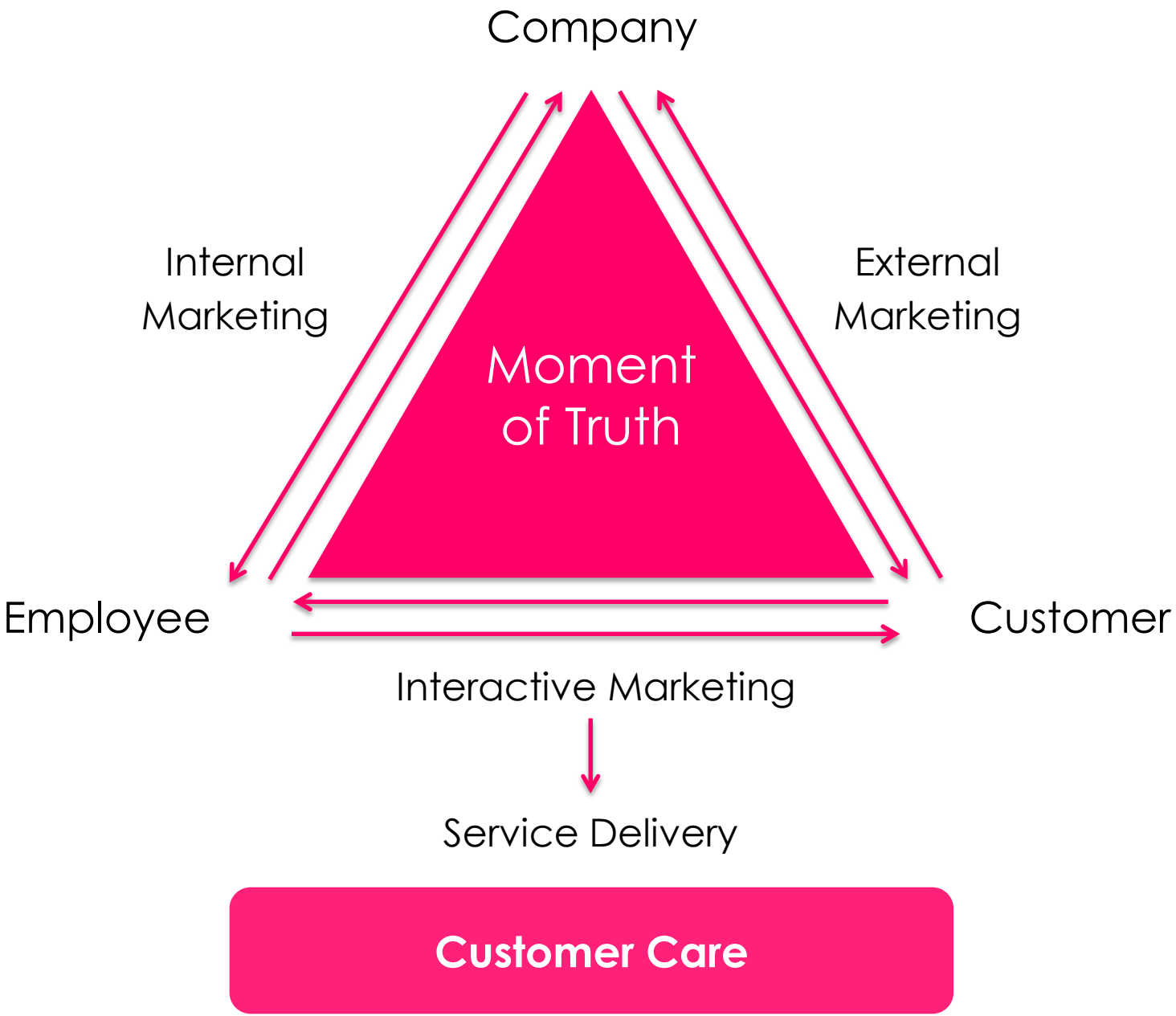
Oxford dictionary



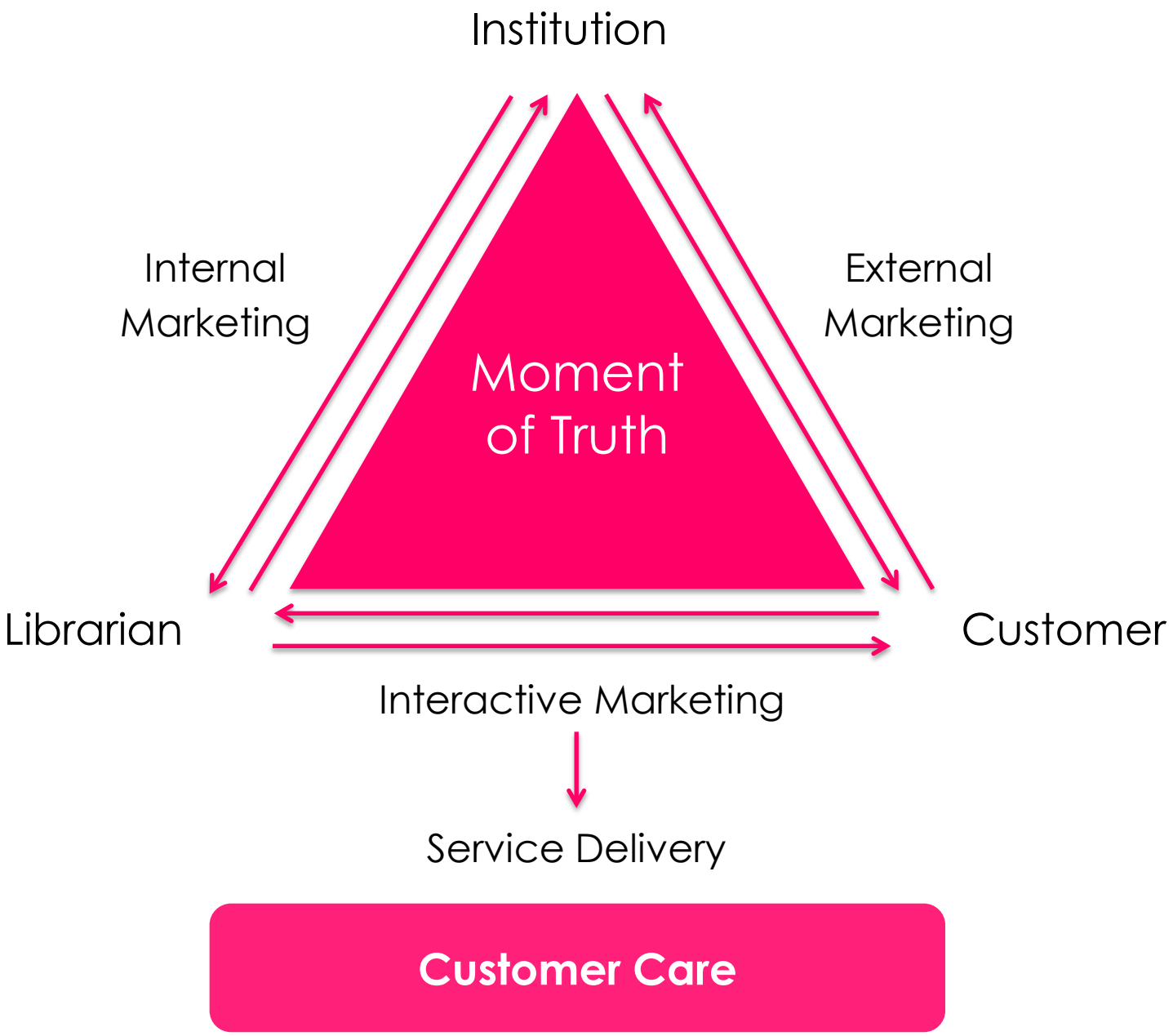
Best Library in The World

The Admont Library in Admont, Austria (Business Insider)

4 *The Moment of Truth*



Personal Growth, 2011



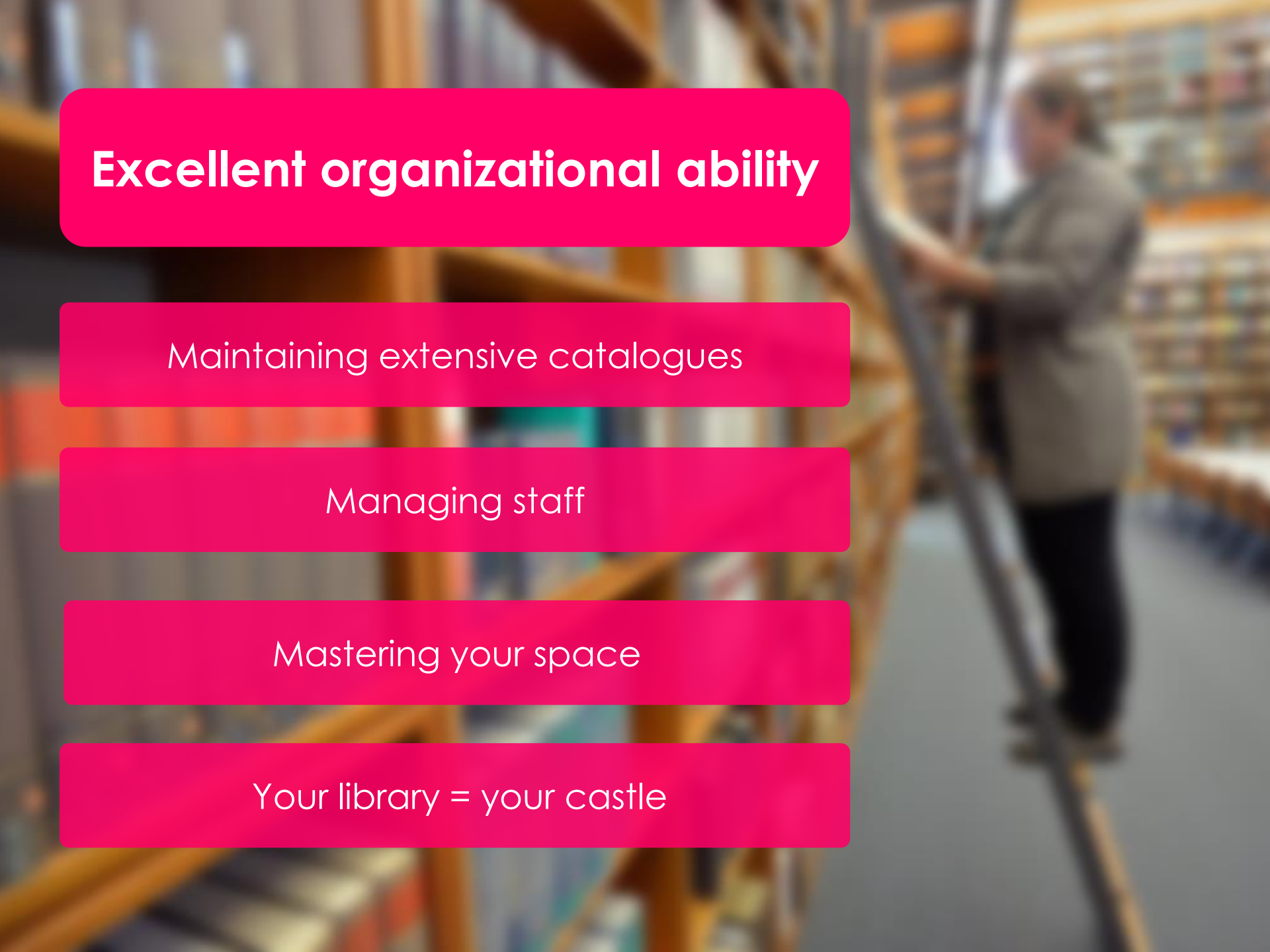
Personal Growth, 2016



Be Multitasking Librarian

How to improve your quality as a librarian for service excellent?





Excellent organizational ability

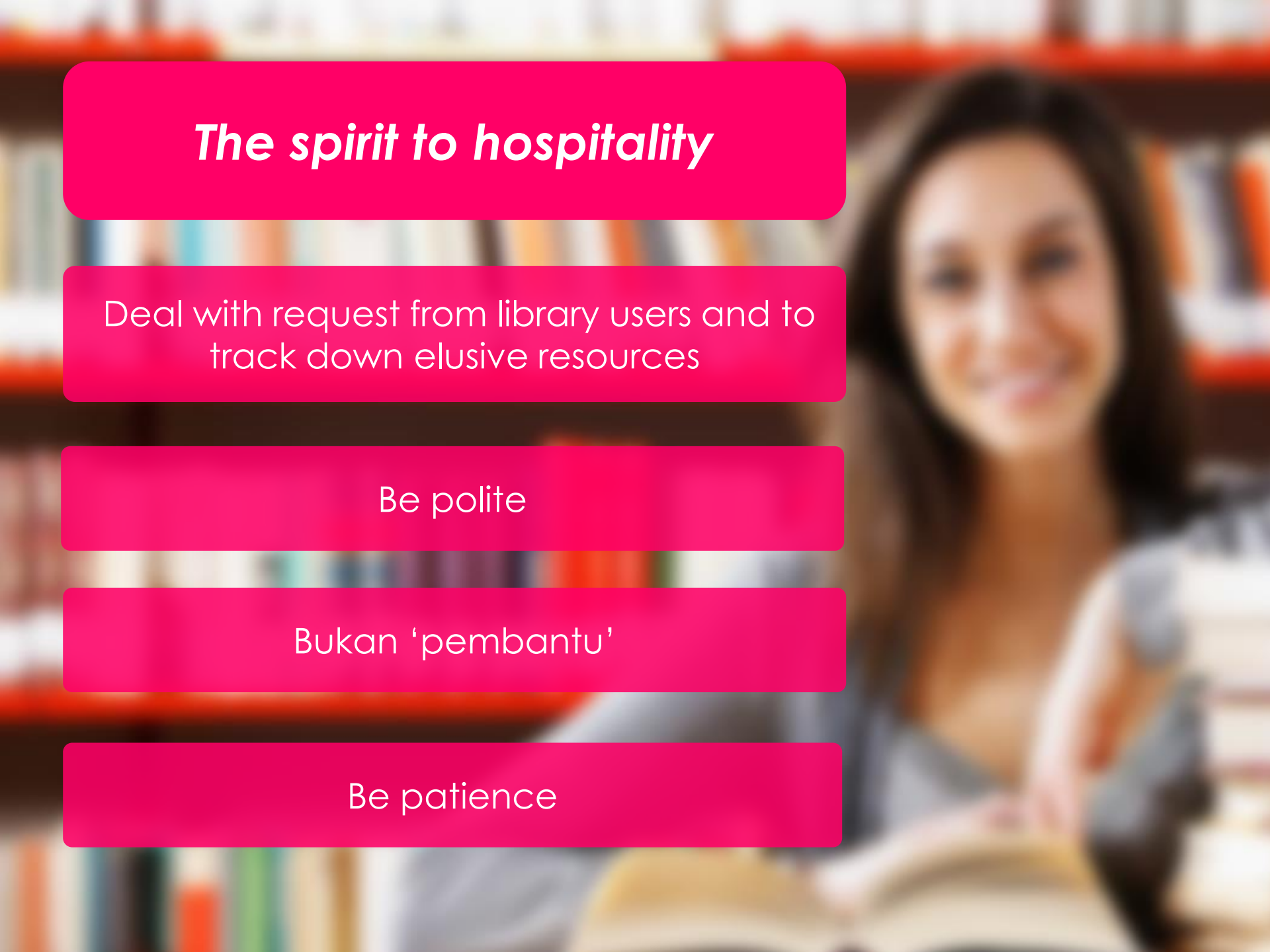
Maintaining extensive catalogues

Managing staff

Mastering your space

Your library = your castle


Interpersonal skills
Interpret the needs of users and direct them to the desired resources



The spirit to hospitality

Deal with request from library users and to track down elusive resources

Be polite

Bukan ‘pembantu’

Be patience

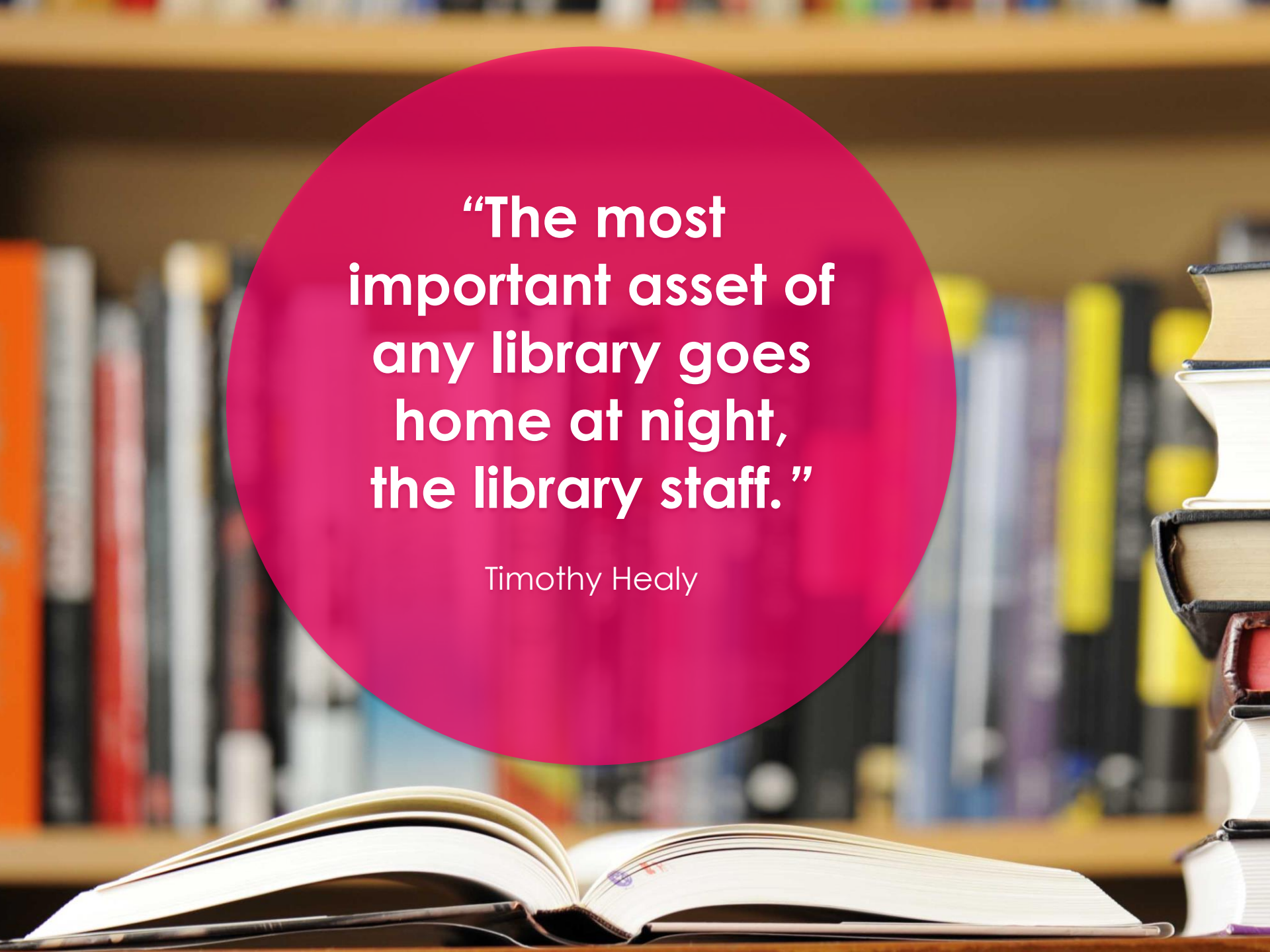

Good computer skills
Helping with online research and keeping abreast of new technologies



Language skills

Mastering foreign language
(minimal: English)

Additional value (Ex: Japanese, Deutsch)


“The most important asset of any library goes home at night, the library staff.”
Timothy Healy

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