

A quantum leap in supporting the information professional community

Kevin Bonsor
Thomson Scientific

Information professionals play a critical role in helping organizations assess, acquire and deploy information services. At the same time, they face unprecedented challenges in communicating the value of their role and managing end user expectations. To help meet these challenges, Thomson Scientific offers Quantum², a leadership development program that provides training and tools to enhance professional development. It has a special focus on strategies to demonstrate the value of fee-based, professional information services.

“Our goal with Quantum² is to help information service managers develop the skills they need for effective cost justification and marketing of information services within their organizations,” said Libby Trudell, Dialog senior vice president. “Quantum² was originally launched by Dialog in 2001. With Dialog’s alignment into Thomson Scientific, it is a natural progression to make the program offerings more widely known throughout the Thomson Scientific community and customer base”.

Quantum² Framework

Quantum² is designed to help information professionals succeed in not just supporting the information needs of their organization, but to be agents of change in transforming their organizations. It offers workshops, case studies, white papers, and links to additional Web resources. It also offers networking opportunities. The program is delivered free of charge to information professionals worldwide.

“We’ve designed the program to support information professionals at every stage of their careers from entry-level librarians to more experienced managers,” said Trudell. “We want to provide a service that enables participants to draw insights and learn new skills that will help them lead their organization’s information initiatives.”

Quantum² Leadership Circle



Quantum² is built around a “Leadership Circle” that defines the skills information professionals require in order to take a broader and more influential role in their organizations. This framework is based on 10 topic areas, which reflect the spheres of activity that enable a leadership role.

Quantum² helps information professionals develop the business and strategic competencies needed for leadership.

Business competencies include:

- Needs assessment
- Service definition
- Marketing
- Performance
- Measurement

Strategic competencies include:

- Environmental analysis
- Knowledge culture vision
- Perception analysis
- Relationship management
- Management buy-in

The competencies encompassed in the Leadership Circle are supported by the workshops, white papers, tools, and other program components. These resources demonstrate how the components relate to each other. Resources continue to be added to the Quantum² repository each month, and there is always new information being offered.

Quantum² Workshops

Workshops are delivered via the Web and cover practical topics that are relevant to information professionals in the workplace. Titles include:

- Linking Information Services to Compelling Financial Events
- Communicating Your Message
- Measuring Impact: Cost Justification for Information Services
- Defining the Value of Information: Beyond ROI
- Negotiation Skills for the Information Professional
- Transforming Information Services: A Paradigm Shift.

These web-based workshops are scheduled at various times to make it as convenient as possible for participants from around the world.

In addition to the web-based workshops, Quantum² staff conduct presentations at professional association events and conferences. Sessions have been delivered at meetings of SLA, MLA, the Practicing Law Institute, PIUG, PIPA (formerly AIOPI) and SFIS (Swedish Association for Information Specialists), to name a few.

For a complete listing of current workshops, including a summary of the workshop topics, visit <http://quantum.dialog.com/training/workshops/#workshops>.

Quantum² InfoStars

One of the most important elements of Quantum² is sharing innovative ideas and best practices. As part of this knowledge sharing, Quantum² recognizes excellence within the information professional community. Each year, the Quantum² program designates recipients of its InfoStar Awards in the Americas and elsewhere around the world. InfoStars are inspiring examples of creativity and innovation, whose stories provide insight into their professional achievements and leadership qualities and enable them to serve as role models for others.

Profiles of recent InfoStars can be found at <http://quantum.dialog.com/people/infostars/>.

Join the Quantum² Network

Quantum² is available at no charge to information professionals worldwide – simply register at <http://quantum.dialog.com>. Members receive invitations to training sessions and special events, access to materials to support their internal marketing efforts, and regular communications. Members also receive [Quantum² Highlights](#), a monthly newsletter that provides features to help information professionals expand their services, increase their visibility and value, and improve the flow of information within their organizations.