



EDITOR'S NOTE

DO UNTO OTHERS...

Rethinking the Golden Rule

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uring the marketing and communication session at the first AALL Business Skills Clinic, participants were asked to rethink the Golden Rule, “Do unto others as you would have them do unto you.” Presenter Alycia Sutor, managing director at Akina Corporation, reflected that the rule could be construed as “self-serving”; as in some may view it as collecting “I didn’t harm you, so don’t harm me” chips to cash-in at a future time and place. Ms. Sutor suggested that the participants reflect

on what she called the “platinum rule” of leadership—“do unto others as they would be done unto.” And that advice is what is at the heart of good management and leadership, the ability to constantly challenge and rethink the “norm” as time and place change.

Equally important is finding your match. For management and leadership to be effective, it must be authentic. In short, no one theory or style is going to work for every person or in every situation. Within certain standard tenets you need to find what works and feels right for you. Integrity and authenticity will make the sure-to-happen management bumbles less damaging than allegiance to a style that doesn’t reflect who you really are. The responses to this month’s “Shelf Life” question bear this out.

As information professionals, we know better than anyone that knowledge is power. The 2015 *AALL Biennial Salary Survey & Organizational Characteristics* report was just released and can provide insights for budgeting and negotiating. Read survey highlights in “Up or Down?” or check out “Trending” for some quick stats.

In this issue of *AALL Spectrum*, your colleagues provide advice on managing teams virtually and in person, leading effective meetings, crisis management planning, identifying and grooming leaders, and explaining your library’s

value to its stakeholders. What is apparent from the valuable leadership advice in these articles is that we are all asked to step up and are called upon to lead in some aspect at every stage of our careers. We need to be prepared and willing to assume the responsibility if we are going to move our profession forward.

AALL President Keith Ann Stiverson’s theme “Make it New: Create the Future” for the 109th AALL Annual Meeting & Conference should be a daily career reminder to challenge and rethink the “norm,” and to be prepared and ready to take on every day’s challenges with strong and thoughtful management and leadership. The redesign of *AALL Spectrum* embraced her call to create and rethink, and we will continue to refine the publication over the next several issues. As such, I encourage you to send me thoughts and comments on *AALL Spectrum*’s content and new look.

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