Adding Merchandising to the Morning Briefing

TAKING A WALK-ABOUT

Our Goal: To keep seeing the library and its merchandising with fresh eyes everyday.

Each week staff responsible for the morning briefing on Tuesday and Thursday will do a 10 minute walk throughout the library before the briefing at 9:15 am. They may invite others to do the Walk-About with them. (It’s more fun that way.)

Hold the briefing in the area needing the most immediate merchandising attention.

Share your findings about the state of the library merchandising at the morning briefing.

What someone on a Walk-About looks for…

1. What area of the library looks the best from a merchandising point of view?
   • Give positive recognition to the staff responsible for keeping it look so good.

2. What area of the library needs immediate merchandising attention… today!
   • Meet in that area for the next day’s morning briefing.
   • Staff will merchandise in that area immediately after the briefing.

3. What area of the library we need to be aware of for future merchandising.
   • This is an area that’s not as critical, but we’ll need to attend to next.

Report at the Tuesday & Thursday Morning Briefings

Look, but don’t touch!

It will be tempting to just “take a moment” and fix the merchandising you see out of place.

Remember, the reason for the walk-about is to teach us to keep seeing the library with fresh eyes, make a report to everyone on where we can all better merchandise together.

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