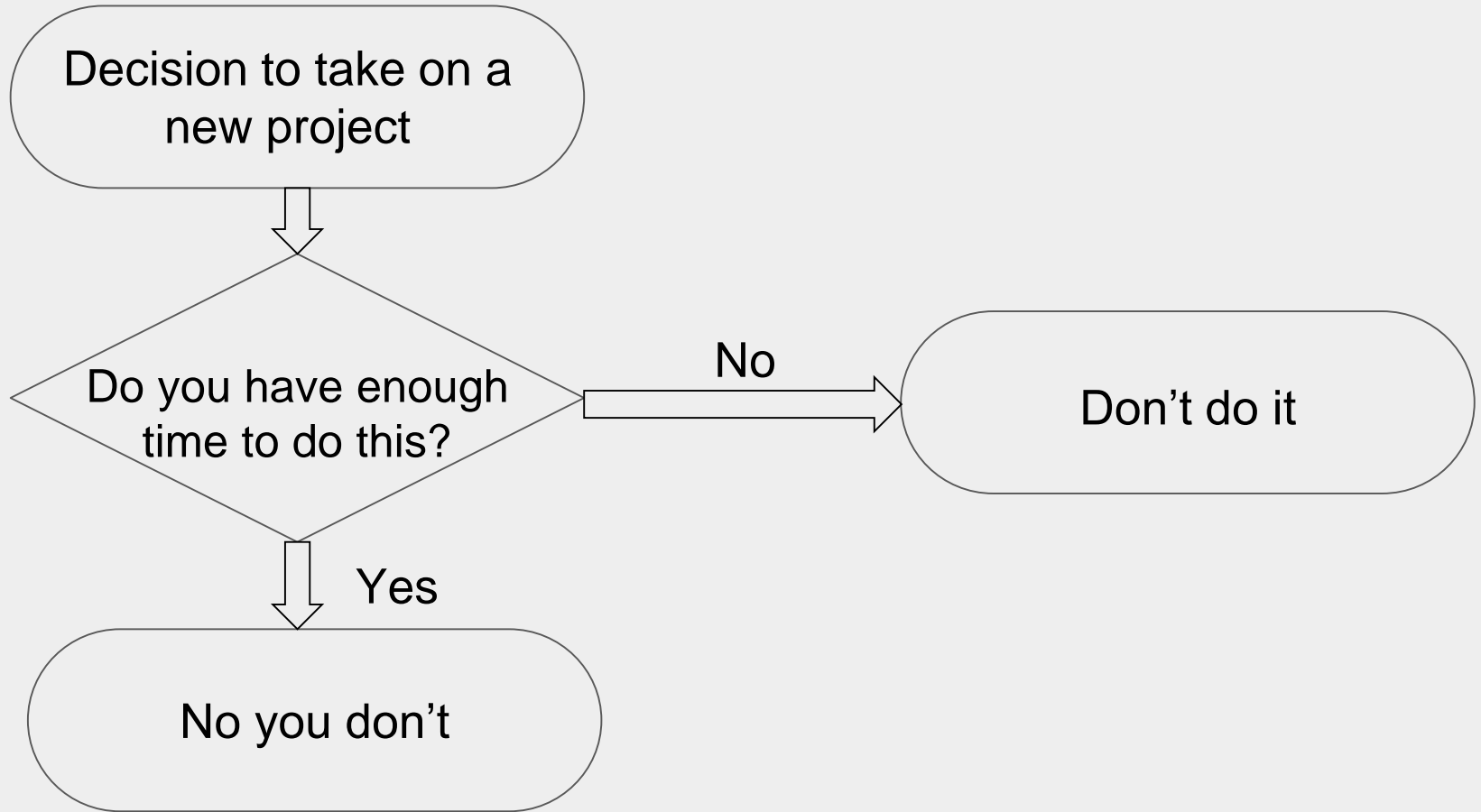


# The Power of No: Building a Sustainable Publishing Program

Johanna Meetz & Karen Bjork

# Goals

- We will:
  - Background information
  - Tools
- You will:
  - Share your experiences via discussion questions





**Stephen Carlock (Voice Actor - Home Studio)** @Ste... · Jan 27, 2020

#voiceover tip - the best way to build a business is by setting goals and developing a specific action plan to guide your daily efforts. Sometimes this requires **saying "no" to projects** to stay focused on that plan. This can be scary, but don't let fear guide you. Trust the plan.



# Re-Framing “Yes” and “No”

- Neither is good nor bad
- Using both allows active curation
- Saying “yes” to everything still results in saying “no”
- Trust your instinct

# Business Plan

- Adjust goals as needed
- Also schedule time 1-2 times a year to re-examine business plan/goals--and how it's stated on external/internal-facing materials
- Run an assessment/survey/environmental scan to learn what's valued by publishing partners (or other relevant people)--work to support these things

PSU's Publishing Services

# Impact of COVID-19

- Revealed issues of sustainability and scalability that already existed
- No return to “normal”

# Discussion Questions



What services  
do you  
currently offer?

What do you  
want to stop  
doing? Why?

What do you  
want to keep  
doing? Why?

What do you  
want to  
modify? Why?

What are the  
consequences of  
not doing what you'd  
like to stop doing?

What obstacles do  
you face in stopping  
or modifying these  
services?

How would ceasing or  
modifying some  
services change your  
program for the better?

Story Time