The Power of No: Building a Sustainable Publishing Program

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Goals

● We will:
  ○ Background information
  ○ Tools

● You will:
  ○ Share your experiences via discussion questions
Decision to take on a new project

Do you have enough time to do this?

No

Don’t do it

Yes

No you don’t
#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