



Situation

In the era of mega-store booksellers, internet cafes and instantly downloadable online media, libraries have to rapidly adapt and reposition themselves to remain strong cornerstones in their communities. To that end, the Library System of Lancaster County established an “economic gardening” initiative to assist small businesses and entrepreneurs. But with the advent of powerful online research databases, the program was ready to evolve in a new direction—one that would ensure continued relevance and further establish the library as a valuable competitive resource for businesses.

Strategy

The Library System hired Wendt Partners to help guide a strategic planning process and shape the new program offering. Wendt Partners researched, benchmarked, analyzed customer feedback and sought to position the library system’s business information services in the same category of value generally shared by attorneys, accountants and consultants—that of the “essential expert advisor.” In addition, Wendt Partners worked with Library System



strategic consulting

branding & messaging

organizational development

integrated communications

advise

design

engage

deliver

“Wendt Partners knows how to ask the right questions. Their ability to focus with laserlike precision, getting to the core of how we deliver our resources to the public, resulted in the development of a dynamic new service to the marketplace.”

■ **Rhonda Kleiman**

Economic Development Manager
Library System of Lancaster County

leadership to craft a program that met the needs of business while also providing value to the diverse member libraries whose support and involvement is essential to success.

Solution

After completing research and facilitated dialogues, Wendt Partners developed a plan that recommended launching a new service offering focused on competitive intelligence as a critical strategic advantage. Working with the program director, Wendt Partners helped define target audiences, differentiators, messaging, client qualifiers and strategic outcomes. In addition, Wendt Partners developed the new program’s brand name and visual identity, and created integrated communications to support the program’s market launch. “Wendt Partners knows how to ask the right questions,” says Rhonda Kleiman, Economic Development Manager for the Library System of Lancaster County. “Their ability to focus with laserlike precision, getting to the core of how we deliver our resources to the public, resulted in the development of a dynamic new service to the marketplace.”

Sectors

Business-to-Business, Economic Development, Nonprofit

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

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