

Surviving in an environment of change

The upside to downsizing...

Corporate downsizing has not been kind to librarians. Many companies have decided that an easy way to cut costs is to close the library — a questionable decision when so much in business depends on timely access to information. One Melbourne-based company has turned this situation to its advantage and has become the information filter that many companies, thanks to downsizing and cost cutting, now lack.

Cindy Tscherniz, a qualified librarian, set up Tell Me Now in 1998, when she realised that the provision of timely business information was a service that many companies would be willing to pay for. It is no longer an option for business professionals to spend hours of every day sifting through the amount of information available to them. And neither is the alternative: no externally-sourced information. Most companies understand the importance of the internet as a source of information but how many recognise the internet as a to-

tally unmanaged source? Tell Me Now provides companies and individuals with their own research and information service without the overheads of staff and resources.

Cindy has worked in the information field for twenty years, including many years in the research and information area at Telstra. Most recently, she was the IT and Telecoms Information Specialist for McKinsey & Company's Australian office, providing the latest information for the McKinsey's Asia-Pacific Practice.

Cindy believes that there is a need to help people find the right information for their business, especially as the pace of change increases and the amount of information available continues to grow. And who better to find the right information than a qualified, professional librarian?

What is the secret to her success? The same skills which make library and information professionals invaluable: providing what the client wants

when they want it. And making sure that the information is accurate. Her competitive advantage — she, like most librarians, knows the right places to look for information and the right questions to ask.

What is the future for the information profession? Cindy believes that there will always be a role for qualified information professionals, especially in an environment where an enormous amount of information is available. Sure, anyone can surf the internet, but you need to have access to the actual consultants and researchers to guarantee an answer to a specific enquiry. Just surfing the net will not give you the verification or information source needed by most professionals to be able to use the information they find.

And her advice to budding information professionals: Be passionate about what you are doing and put your customer first! Without recognising who your clients/customers are you will not have a future. ■



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