



Welcome back to The Librarian Linkover podcast! I am your host, Lorene Kennard.

Every once in awhile, I like to change things up on The Librarian Linkover. About a month ago, I tried something different. I had two guests on my podcast for the first time. Well, today, I am again trying something different. Instead of a recorded podcast, this week I am presenting an interview in written form. My original idea, actually, was to provide content via written interviews posted on a website, but I decided to go with a podcast format. So, I am excited to do an interview on paper this time! I hope you like the format.

My guest today is Yvonne M. Davis. Yvonne is owner of ResearchINC, and independent information business specializing in competitive intelligence, market analysis and penetration for startup and other business ventures.

Lorene Kennard: Yvonne! Welcome to the Librarian Linkover.

Yvonne M. Davis: Thank you for having me.

LK: Tell us about your work and what kinds of projects you take on.

YMD: My projects range from CRM migration and maintenance to and legal support functions such as document imaging. Client projects include competitive intelligence/SWOT analysis as well as legal and business research.

LK: Why did you start your business and what do you offer your clients?

YMD: I have always wanted to start a research business having done small research projects for friends and others over the years. My professional journey has taken me from business/law librarianship to competitive intelligence analyst. Add workforce reduction about 9 years ago and I had an opportunity to try and become an independent Info Pro.

LK: Where did you get your interest in CI and market analysis? How did your career take you in that direction?

YMD: My interest in CI came from attending ASIST(Association for Information Science & Technology) professional meetings. After hearing Dr. Thomas Davenport, a CI/KM expert

discuss this business strategy and a new role for information professionals, I actually had a “light bulb” moment and realized I could do this! I left law firms to take an analyst position with a public utility developing competitive intelligence initiatives but returned to the legal world to see if lawyers could benefit from CI.

LK: Have you always been entrepreneurial, or did you find that from working in industry?

YMD: I am not an entrepreneurial by nature, but have always enjoyed the challenges of business, market, and legal research. I like to challenge of finding the “answer,” the hunt. Being an independent information professional, I try to specialize and work for clients and organizations that give me that opportunity.

LK: What suggestions can you give librarians who want to pursue jobs in CI or market analysis?

YMD: Several things come to mind- first study and try to understand the nature of CI and it’s role in businesses and other ecosystems. – Check out the professional associations in this area, i.e., SCIP.org, SLA’s CIC (Competitive Intelligence Community) and AALL’s CI Series – these groups offer webinars and education/certification programs.

Major publications include Michael Porter’s book Competitive Strategy and Liam Fabey’s Competitors, and The Secret Language of Competitive Intelligence, by Leonard Fuld.

LK: What suggestions can you give librarians who want to go into business for themselves?

YMD: Do your SBA homework and use their many resources available for professionals starting a business. Talk and network with Info Pros in the field. Consider becoming a member of AIIP (Association for Independent Information Professionals). This organization has been very helpful and supportive to Info Pros of all varieties.

LK: Why did you go to library school? Based on your career so far, does that reasoning still hold?

YMD: To be honest, library school as an alternative career choice. I had been working in libraries for many years before attending library school but wanted to continue my graduate education with a PhD interdisciplinary program. That idea did not work out because I could not gather enough support from the university department and not enough faculty support for a committee.

I was always interested in understanding more about the role of technology and users and was able to find that in library school. I wished more information/library programs studied the economics behind technology/computer services back then.

LK: Where can people find you/your business on social media?

YMD: I am active on LinkedIn and have a website for ResearchINC ----  
<https://ydavis2.wixsite.com/researchinc>

Feel free to connect or comment.

LK: Thank you to Yvonne M. Davis for being my guest today on The Librarian Linkover.

Thank you to everyone for being so supportive since I started this podcast in the spring. Please comment on the episodes on [The Librarian Linkover.com](http://TheLibrarianLinkover.com) and check for future content, or on social media at [LibLinkover on Twitter](https://twitter.com/LibLinkover), [The Librarian Linkover on LinkedIn](https://www.linkedin.com/company/the-librarian-linkover), or [The Librarian Linkover on Instagram](https://www.instagram.com/the-librarian-linkover). Thank you so much for reading.