



StEPs-UT Mission, Vision, Governance Mission, Vision & Governance: An Introduction

HANDS-ON ACTIVITY #1 = 35 minutes **Visioning Exercise**

Instructions:

- 1. Complete Part I, individually.**
 - 2. Complete Part II, with a partner.**
 - 3. Complete Part III, with your staff and/or governing body after the workshop.**
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Part I (Individual exercise, in workshop) = 20 minutes

1. Clarify what your vision encompasses – your entire museum, a program...?
2. Define the time frame – typically between 2-10 years.
3. Think of your museum's major accomplishments – what are you proud of?
Build from your strengths.
4. Create your story – Visualize in the present tense, as if it were already happening.
 - Involve as many senses as possible
 - Imagine the time, location/building, people, activities...
 - Include yourself as part of the story
 - Stretch your imagination, think big!
 - Who are you serving? How & why are they engaging with your museum?
 - What is making your museum unique and invaluable to your community?
5. **Write it down on the back of this sheet – be specific and go quickly.**

Part II (Partner exercise, in workshop) = 15 minutes

1. Discuss your vision with a partner.

Part III (Organizational exercise, outside of workshop – enlist the help of a facilitator)

1. Conduct the vision exercise above with colleagues in your organization.
2. Share individual visions for your museum with each other.
3. Create a shared vision together.
4. Connect your vision to mission and planning strategy.
5. Review, redraft & implement.