Visioning Exercise

Instructions:
2. Complete Part II, with a partner.
3. Complete Part III, with your staff and/or governing body after the workshop.

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.