



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

**HANDS-ON ACTIVITY #4 = 25 minutes**  
**Needs, Wants, Beliefs, Emotions (NWBE Chart)**

**Instructions:**

- 1) Break into your museum groups
- 2) Select one partnership (real or imagined) to examine
- 3) Develop a NWBE for this partner (second row)
- 4) Develop a NWBE for your museum (third row)
- 5) Determine if there are NWBE items for the selected partner that can be filled by your museum
- 6) Share out and discuss

Person/Org	Needs	Wants	Beliefs	Emotion
Museum of Central Utah	Additional funding for operations	Municipal support from county government	County doesn't have the funds	Hesitation / anxiety