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

<table>
<thead>
<tr>
<th>Person/Org</th>
<th>Needs</th>
<th>Wants</th>
<th>Beliefs</th>
<th>Emotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum of Central Utah</td>
<td>Additional funding for operations</td>
<td>Municipal support from county government</td>
<td>County doesn’t have the funds</td>
<td>Hesitation / anxiety</td>
</tr>
</tbody>
</table>

(Used with permission from the Utah Division of Arts and Museums’ Change Leader Program)