

The Manual of Strategic Planning for Museums



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著者:Lord, Gail Dexter/ Markert, Kate

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There can be few announcements in the life of a museum that inspire more varied responses than, "It's time for a new strategic plan." Board and staff who want to see the museum make some major changes will welcome strategic planning. Others will insist that strategic planning is a waste of time. There will be a group who feel that this has nothing to do with them. And some people will recoil in fear-a new strategic plan means staff and Board reorganization or changes to programs and projects. Everyone is right, in part. There are no guarantees that the outcomes of a strategic planning

process will be entirely successful, or that all change will be positive for everyone. However, if the process is well planned, open and transparent, the result is more likely to be a relevant, inspiring and effective plan that brings Board and staff together around common goals that will move the museum forward and improve performance. The Manual of Strategic Planning for Museums offers proven methods for successful strategic planning in museums from two experienced leaders in the field.

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