

BEING CLEAR ABOUT YOUR GOALS

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Successful organisations

Successful organisations know who they are and what they want.

Vision

Mission

Values

Strategic goals

Participatory process

Extended management team

- individual contributions
- intense discussions
- prioritizing by the group.

Anchoring the process

Consultation by the entire team in a structured way

Feedback discussed and acted upon

Anchored in the organisation: easier to implement.

Strategic Master Plan Outline

Understanding the visitor/why they come

Critical success factors

Uniqueness/brand

Vision, mission, values

Global trends

Museum trends

SWOT Analysis

The state of the institution

Relevance

Strategic objectives

NSM Vision, Mission, Values

Vision

We inspire Thai society to enjoy and value science.

Mission

We provide accessible high-quality learning experiences for everyone.

Values

We embrace sustainability, accountability, quality of life and teamwork.

MIDE Vision, Mission, Values

Vision

We ignite critical and creative thinking to enhance well being for all.

Mission

We use economics as a lens for people to discover how the world works.

Values

We value relevance, inclusion, teamwork, evidence-based information and innovation.

Experiment Vision, Mission, Values

Vision

We inspire minds to flourish.

Mission

We share tools for understanding the world.

Values

We value passion, creativity, curiosity, development and cooperation.

Signal Behaviours

Values to be described by their signal behaviours.

Example:

Teamwork

We are a learning community in which each staff member is respected, important and valuable.

We respect commitments and time limits.

We use the talents of each staff member to achieve our goals.

The Strategic Portion

Discussing

- trends,
- SWOT,
- benchmark,
- relevance)

leads to the

strategic objectives

(the major deliverables of the next strategic cycle)

Strategic objectives structure

Strategic objectives (next 3-5 years)

Strategies (1-3 years)

Actions (< 1 year)

Tasks (weeks to months)

Typical Strategic Objectives

Specify goals in the following four areas:

- Securing a financial base;
- Streamlining the internal organisation;
- Meeting the relevance call;
- Producing exciting products.

MIDE Strategic Objectives

Financial sustainability

Organisational transformation

Audience and relevance

Rethinking MIDE's content

Strengthening global impact

The LifeTM experience

Why did we do it?

“Success breeds
complacency.
Complacency breeds
failure.
Only the paranoid survive.”

Andrew Grove

What did we expect?

- Clarity - **crystallise** our thinking.
- Expertise.
- Structure and pace.
- A **workable** way forward.

What did we learn?

- Uncomfortable at times.
- Different levels of **knowledge** and **understanding**.
- Silo mentality.
- Disconnect between **mission** and **mindset**.
- Not a neat, tidy process.

BUT...

- Real passion; **ownership**.
- Highly participatory.
- Focus on priorities.
- Respect for each other.

Vision

To enrich lives through science.

Mission

To inspire everyone in North East England to explore and enjoy science and to discover its relevance to their own lives.

Values

We are one team and everything we do is rooted in the following values:

- **Welcoming:** our team, our customers and our communities are diverse and we celebrate that! We want everyone to feel comfortable, respected and valued.
- **Exceptional:** our customers and staff deserve the best and we go over-and-above to exceed their expectations.
- **Honest:** we are trustworthy, unbiased and behave fairly, ethically and responsibly at all times.
- **Curious:** we encourage everyone to question everything and explore science and technology through hands-on experiences and individual discovery.
- **Entrepreneurial:** we're not scared to push boundaries and try bold, unusual and edgy ways to achieve our ambitions.
- **Collaborative:** we will continue to partner with those who share our passion and values.

Four pillars

1. Evolving into a customer driven organisation.
2. Providing engaging science experiences.
3. Driving a culture of excellence.
4. Sustaining long term viability.

Did we get what we needed?

- YES!
- Workable strategy.
- Simple, clear and unambiguous.
- Buy-in from trustees, stakeholders and staff.
- “Living” document.