



Yes!
Your Museum
Needs a Strategic
Plan!

Ohio Local History Alliance Annual Meeting and Conference

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Saturday, October 6, 2018

INTRODUCTIONS



Our Objectives

- ❖ **Dispel the myths – Uncover the Value**
- ❖ **Discover the keys to success**
- ❖ **Share and Ask**



Dispelling The Myths

FEAR

FALSE **E**VIDENCE **A**PPEARING **R**EAL

TIME

Short term vs. Long term

COST

Saves Scarce Resources

LIP SERVICE

Leadership and Accountability

HISTORY REPEATS

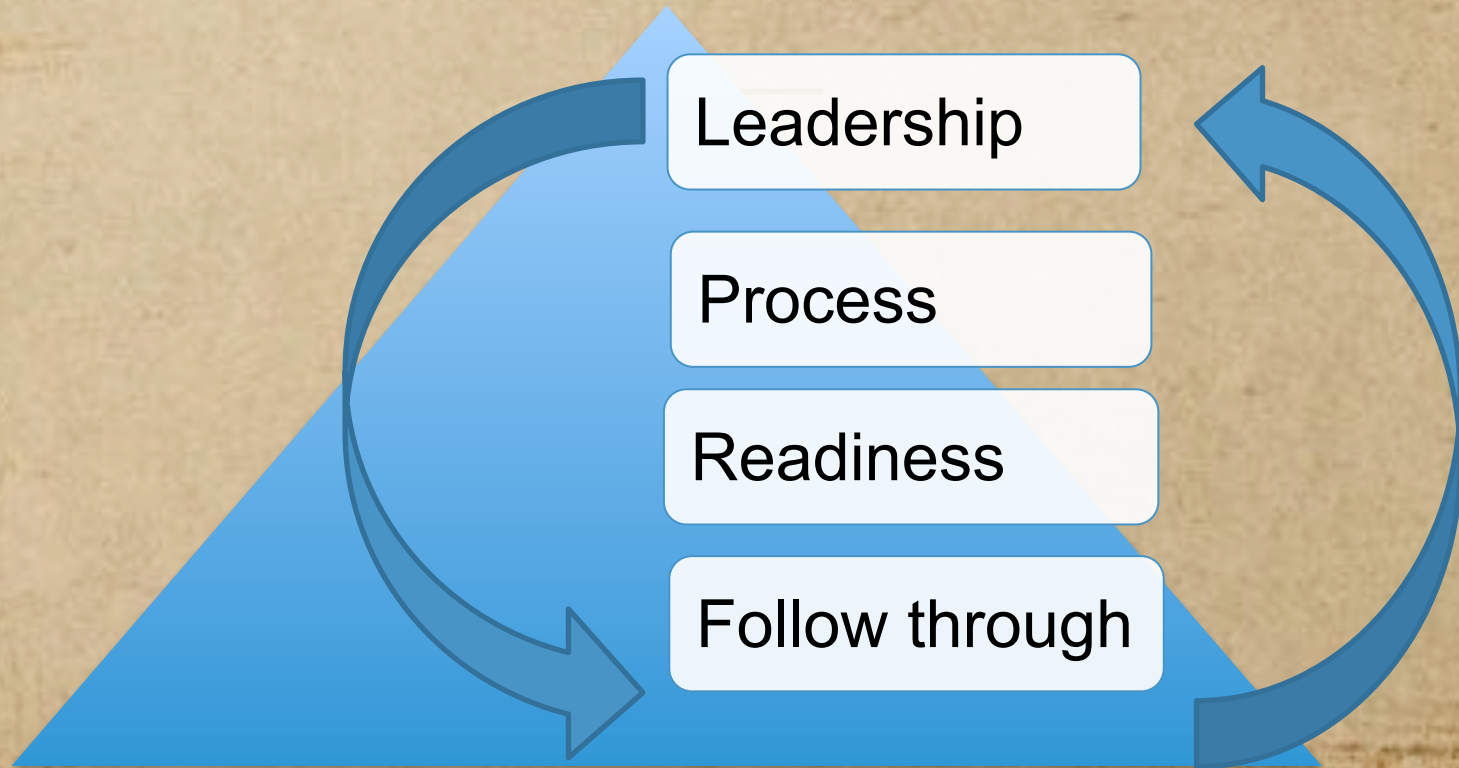
Customization and Facilitation

Any organization has the talent and resources it needs to create its own future and achieve its potential.

The decision to focus on the future and to manage the process is the key to success and the responsibility of top leadership.

To do less is to be less.

THE KEYS TO SUCCESS



RESULTS

Strategic Planning creates...

A roadmap for decision-making, a tool for budget development, a common set of expectations and measures of success

Strategic Planning promotes and results in...

Improved communication and branding, team work, understanding, creativity and enthusiasm

THREE MUST HAVE COMPONENTS

*Envisioning
our future*

*Understanding
our current
and future
realities*

*Getting to our
ideal future
through
accountability*



**OHIO LOCAL
HISTORY ALLIANCE**

Inspire. Connect. Educate.

The Ohio Local History Alliance works to advance the field of local history in Ohio through education, advocacy, and collaboration.

We share your passion for local history.

THE CONVERSATIONS

What is our **vision** for the future? What is the picture of our future ideal state? How do we want to be How will we look, feel and be different in our “ideal” state?

What is our **mission**: our core business?

What do we **value** as we do our work?

What is your **present situation**?

What **challenges and opportunities** might be at play over the next 5 years?

Which of the challenges and opportunities, **if addressed**, would bring us closer to our future vision?

To reach our future vision and accomplish our mission...

What must we **change, start or stop**?

What must we **add, enhance or improve**?


How, when will the work be done and **by whom**?

Share and Ask



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**We are not makers of
history. We are made by
history.**

Martin Luther King, Jr.