

Five Year Strategic Plan (overview)

MOT (Museum of Odd Things) 2009 - 2014

- Table of Contents

A. Guiding Ideas

1. Our mission ...
2. Our vision ...
3. Our values ...

B. First Goal is, as a start-up, to gain attention. Our strategies include:

1. Being at the Table: through a) outreach within the community of museums; b) garnering attention through at least 5 major news publications in our first year, and c) etc.
2. Launching Exhibitions (X number within Y time period, reaching an audience of Z)
3. Engaging Meaningfully With Stakeholders (including our Board, major donors, patrons, and visitors)

C. Second Goal is to establish a presence and a unique niche. Our strategies include:

1. Establishing first-rate exhibition, research, and conservation capabilities
2. Breaking ground in 2012 on our new state-of-the-art facility
3. Etc.

D. Third Goal is: To become pre-eminent through the strategies of:

1. Maintaining and showcasing the best collections
2. Attracting, employing, and retaining the best scholars and other staff in their fields
3. Producing world-class products and services
4. Never being satisfied

E. Budget Integration: \$\$\$ broken down for staff, facilities, and programs for years 2009 through 2014 to uphold the guiding ideas and accomplish the goals.

Note: This shows a sample overview of a strategic plan for a fictitious organization.

RDI has shepherded many clients through a systematic process for developing such a plan.