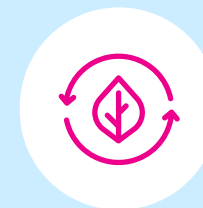




MUSEUMS OF IMPACT

**ENABLER MODULE:  
What we do  
– Impact goals  
and strategy**





## What we do – Impact goals and strategy

# INTRODUCTION

Impact in any organisation is based on understanding the environment and context in which you work, and on making an informed choice about where you want to have an impact in this context. Clearly stated impact goals form the core of why and for whom a museum exists. After articulating these goals, it is possible to pinpoint how and through which activities the museum aims to reach them, and how they will be communicated to a wide variety of stakeholders to make the role of the museum clear. To complete the strategic circle, a goal-based evaluation of the success of the chosen approach will help the organisation to further refine its work. This circle lays the foundation for the ability to have an increased impact on the world around us.



MUSEUMS OF IMPACT

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[www.ne-mo.org/  
museumsofimpact](http://www.ne-mo.org/museumsofimpact)



Co-funded by the  
Creative Europe Programme  
of the European Union



# How to use the MOI framework

**Discuss and evaluate the statements found in this module.** Each statement is evaluated on a scale from 1 to 5 depending on the performance of the museum.



**5 Realised extremely well:**  
The matter works in practice, it is being evaluated and developed, and it is a particular strength as far as operations are concerned

**4 Realised well:**  
The matter works well in practice, and it is being evaluated and developed

**3 Realised satisfactorily:**  
The matter is being implemented, but it has not been evaluated or developed

**2 Realised below average:**  
The matter is under discussion and will be developed, but there is not any proof of its existence yet

**1 Realised extremely poorly:**  
There is no proof of the existence of the matter, and it has not been discussed

If the question is irrelevant from the museum's point of view, there is no need to answer. This can be done by choosing the **skip-arrow**.

**The following steps might be helpful in the formation of a joint view:**

- The issues that are central in the evaluation process are identified. At the same time, the issues that are agreed upon and not agreed upon are identified. The most important observations and remarks are registered.
- The main differences are discussed.
- The goal is to form a joint view on the issue under evaluation.

Mutual understanding must always be based on concrete evidence from operations and the results achieved through operations. If it is difficult to form a clear view on the matter, the scale value 3 should not be used as a compromise. Rather, the issue in question should be examined in the light of the values of the scale (for example, 2 - the issue is under discussion and will be developed, but there isn't any proof for its existence yet), and considered from the point of view of the museum's current performance level.

For some questions, the descriptions on the scale may not be suitable and the evaluators will have to adapt to the scale.

**There is a text field at the end of each evaluation theme.** The most important observations and arguments regarding the evaluation answers can be recorded in this field.

**You can use the Tab and arrow keys** to navigate through the statements and their assessment scales in the document. The document is designed to be accessible on screen readers.

**We recommend turning off Field highlighting** in your PDF reader to see the PDF forms as intended.

*In Adobe Acrobat:  
Go to Preferences > Forms > Highlight color. Untick the box «Show border hover color for the fields.»*



**What we do – Impact goals and strategy**

## UNDERSTAND

### **Are we familiar with our operational environment?**

**1. We analyse our operational environment in different ways and make choices based on this analysis.**

**2. We have identified the relevant communities we want to serve.**

**Discussion notes:**



**What we do – Impact goals and strategy**

## CHOOSE

### **Have we defined what we want to have an impact on, and chosen a direction?**

**3. We have clearly and boldly defined where we want to have an impact in society (e.g. impact goals)**

**4. Our staff participate in analysing our role and defining our goals**

**5. Our stakeholders can participate in defining our goals**

**6. We have defined how we can proceed towards our impact goals (e.g. written a strategy, created an agenda or a work plan).**

**Discussion notes:**



**What we do – Impact goals and strategy**

## IMPLEMENT

### **Does the way we work support our impact?**

**7. Impact goals steer all major activities and processes in our organisation.**

**8. Our organisation and management structures support reaching our impact goals.**

**9. We have built partnerships and collaborations that support reaching our impact goals.**

**10. We re-evaluate our partnerships as our impact goals change, and can also adapt partnerships or commitments, if necessary.**

**Discussion notes:**



**What we do – Impact goals and strategy**

## COMMUNICATE

### **Do we communicate our impact goals?**

**11. We communicate our role, strategy, and impact goals openly and widely.**

**12. We have chosen those communication channels that best support our impact goals.**

**13. A digital presence and approach are an integral part of our communication activities.**

**14. We have support networks and advocates that help us in communicating our impact.**

**Discussion notes:**



## EVALUATE AND REFINE

### Do we evaluate our impact goals and success?

15. We evaluate our processes regularly through our impact goals and the needs of our customers.

16. We monitor and evaluate how successful we are in reaching our impact goals.

17. The results of evaluations can change the way we work and are organised (e.g. structures and processes).

Discussion notes:





# SUMMARY

You have now gone through the module **Impact goals and strategy module.**

Based on the observations and discussions, you probably have identified strengths, as well as areas to develop further.

You can record most relevant development objectives and notes here. These notes will serve as the first step on your museums' development path.

Discuss and evaluate the following statements:

**What are the strengths of our museum concerning impact goals and strategic thinking, and how do we reinforce them further?**

**What do we need to improve?**