


Slide 1

**MUSEUM METAMORPHOSIS:
BUILDING THE CASE FOR CHANGE**


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Slide 2

Why a Case for Change?


- A noble cause is not enough
- Have to inform, persuade, and **motivate others to action**
- Be politic...
 - Is timing right?
 - Is audience ready?
 - Is environment supportive?



Slide 3

Objectives

- **Draft key/consistent messages** to articulate need for change with different audiences
- **Develop techniques to better reach** desired audience
- **Identify reasons to defer to others** to carry the message



Slide 25

Reflection: Actions and Takeaways

- One action you will take to strengthen communications strategy
- Most important takeaway
- With whom will you share this? Why?