Using Your Values to Connect

WORKSHOP
Where I’ve Worked

Carnegie Hall

Echoing Green

Steppenwolf

The Rockefeller Foundation

Shedd Aquarium
We are a team of designers, strategists, storytellers, technologists and change makers who share the belief that our future is full of possibility.
Who We’ve Helped

- TED
- Smithsonian
- University of Denver
- Médecins Sans Frontières
- Doctors Without Borders
- LACMA
- NYC Department of Education
- World Science Festival
- World Science U
- ONE
- George Lucas Educational Foundation
- Clinton Foundation
- NASA
- Expo 2020 Dubai, UAE
- State of California
- Robert Wood Johnson Foundation
- XPRIZE
- Disney
Find Your Purpose

Keep Your Brand Promise

Market Your Legacy

Unleash Your Influence
What do you do?
Would you sit next to yourself at a dinner party?
Why do you do what you do?
Why does your museum exist?
Keep Your Brand Promise

Your brand expression.

How do you keep that promise?

What promise are you making them?

What do they need from you?

What do you need from them?

Who shares your values?

What are your core assets?
Keep Your Brand Promise

Your brand expression.

- How do you keep that promise?
- What promise are you making them?
- What do they need from you?
- What do you need from them?
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Keep Your Brand Promise

1. What are your core assets?
2. Who shares your values?
3. What do you need from them?
4. What do they need from you?
5. What promise are you making them?
6. How do you keep that promise?
7. What do you need from them?
8. Who shares your values?
9. What are your core assets?

Your brand expression.
Keep Your Brand Promise

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How do you keep that promise?

What promise are you making them?

What do they need from you?

What do you need from them?

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What are your core assets?
Keep Your Brand Promise

- What are your core assets?
- Who shares your values?
- What do you need from them?
- What do they need from you?
- What promise are you making them?
- How do you keep that promise?

Your brand expression.

- What are your core assets?
- Who shares your values?
- What do you need from them?
- What do they need from you?
- What promise are you making them?
- How do you keep that promise?
Keep Your Brand Promise

Your brand expression.

How do you keep that promise?

What promise are you making them?

What do they need from you?

What do you need from them?

Who shares your values?

What are your core assets?

Who else is making a similar promise and how?
Keep Your Brand Promise

Your brand expression.

How do you keep that promise?

What promise are you making them?

What do they need from you?

What do you need from them?

Who shares your values?

What are your core assets?
Let’s try this again. Why does your museum exist?
Impact Storytelling

Storytelling brings a human lens to the promises made by your museum, and can be a particularly effective way to motivate people to action. But it's not enough to tell a good story. Ultimately, the stories you share should illustrate how your plan to keep your promise.

This equation provides a helpful filter for determining which stories to tell and a structure for how to tell them:
What *good* can your museum really do?
What’s possible?

Become a go-to expert for the media or government on a topic you can own

Provide critical historical context on an issue of today

Position your building as a public square for the community

Leverage your local socio-economic importance to get a seat at the policy table

Form a private-public partnership to tackle a systemic issue at the market level

Activate your donors’ social or political power to set funding priorities

Participate in a global network or coalition to multiply your local impact
What might you do differently if:

You museum no longer had a building, but still had all of its collection?

All of your members were shareholders?

You weren’t held to a revenue goal?
Your new title was Chief Influence Officer?