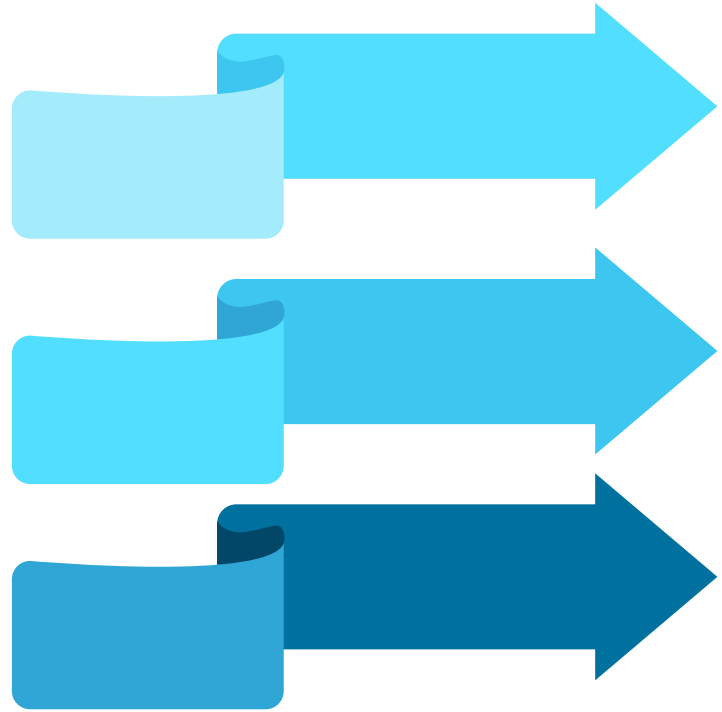


Create Your 3-point Digital Plan

A discursive workshop for XpoNorth
& Orkney Museums by Inner Ear





Introduction

Who are we and
what will we cover



Plan

Creating your
3-point plan



Scenarios

Talking
through how
to activate
your plan



Examples

Inspiring
examples from
some
museums



Services

Useful social
networks,
platforms and
tools

Introduction

Hello

Inspiring
Examples



HIGHLAND THREADS

THE STORIES OF HIGHLAND FASHION THROUGH HISTORY

Welcome to the virtual exhibition.

14 key pieces from museums from all over the Highlands of Scotland, brought to you online via film and photography with supporting stories and archive images from each museum.

[DISCOVER THE EXHIBITION](#)



HOY HERITAGE CENTRE HOY KIRK ORKNEY

[ABOUT](#) [SOCIAL HISTORY](#) [NATURAL HISTORY](#) [PLACES](#)

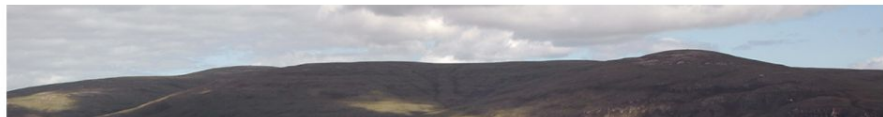


HOY LISTENING – A VALLEY OF VOICES

JANUARY 11, 2021 | HOYHERITAGE

enter your email address to receive updates

SUBSCRIBE

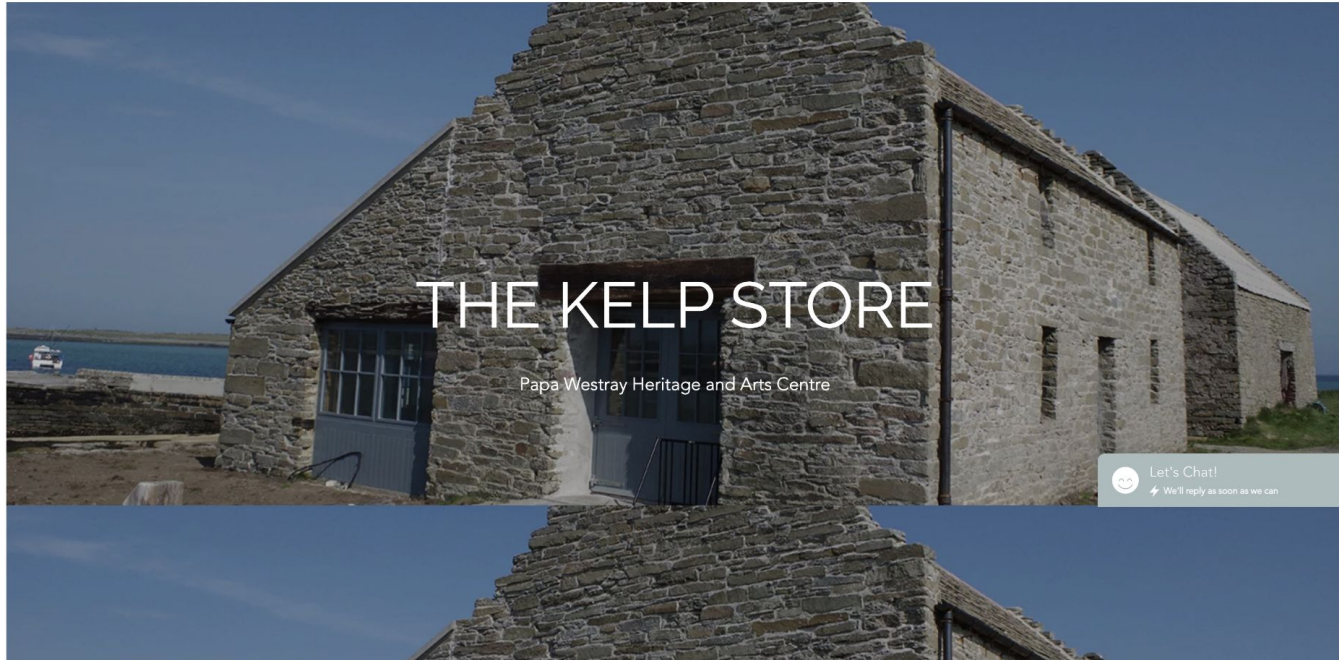




THE KELP STORE - PAPA WESTRAY

Papa Westray Heritage and Arts Centre

[Home](#) [The Kelp Store](#) [Papay Archive](#) [Papay Community](#) [QY - Festival of Islands](#) [Papay On Film](#) [Shop](#) [Blog](#) [f](#) [🐦](#) [🛒](#)



Let's Chat!
⚡ We'll reply as soon as we can

Your 3-Point
Digital Plan



Vision

Define your vision, value and mission statements



Objectives

Set and prioritise objectives and identify the key results



Strategy

A means to an end: work out how you will get there



Point 1

Vision

Why are we doing this?

01



Future based, designed to inspire and give direction to people in the organisation

Vision statement

02



What is important to your organisation; its priorities and its conduct

Value statement

03



Based in the present to explain why the organisation exists and what it aims to do

Mission statement

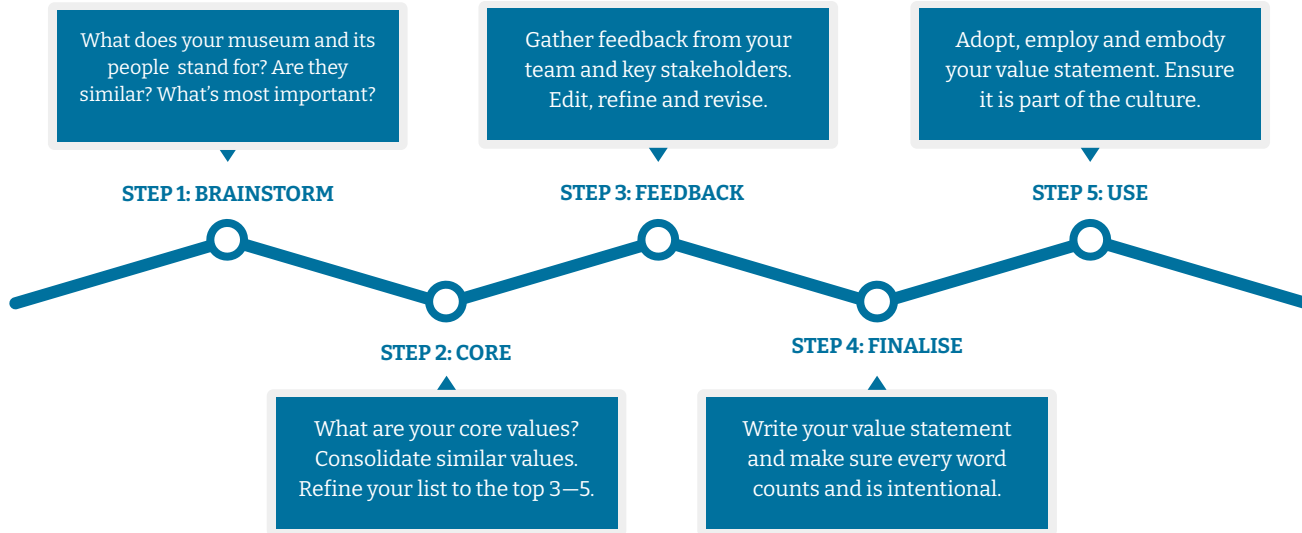
How to write a vision statement



How to write a mission statement



How to write a value statement



Point 2

Objectives

What are we trying to achieve?



List

Compile a long list of everything you want to achieve over a given timeframe (in line with your vision).



Prioritise

Order the list numerically. The top three are active. The rest are in the waiting room.



Focus

Focus only on the top three at one time. For each objective, set targets. What are the key results?

Point 3

Strategy

How are we going to do it?

6. Activate

Put your strategic plan into action. Refer to it regularly.

5. Plan

Use your strategy to shape your operational plan.

4. Define

Boil your strategy down; as few words as possible.



1. Analysis

What do you need to do to achieve your goals?

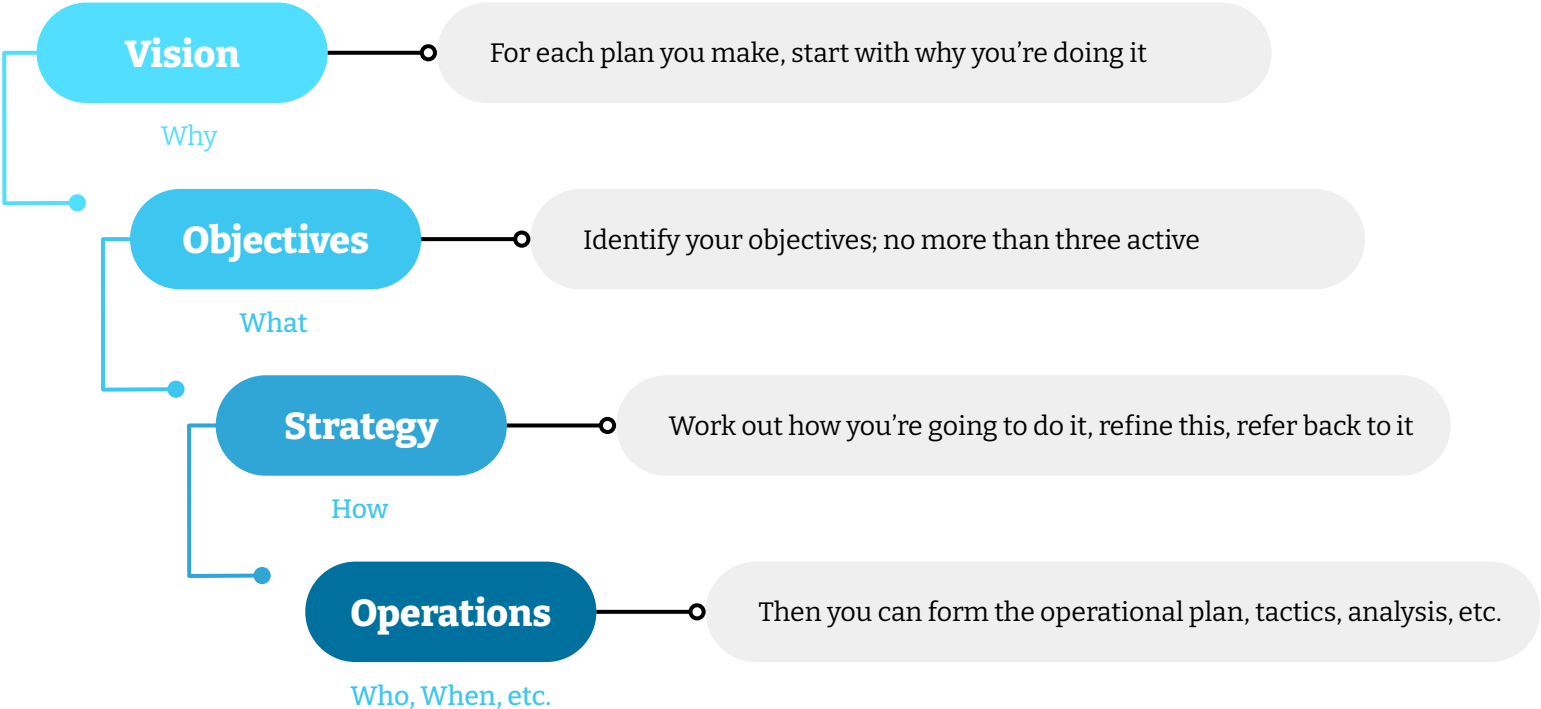
2. Discuss

Talk about the best way to get where you want to be.

3. Agree

Agree your method and means. All aboard!

Implementing the 3-point strategic plan leads to the next kind of plan: operations



Services

Networks, tools & platforms

Digital Elements

01

Presence

Create, update and maintain your website. Simple is great. Use accessible tools.

02

Content

Blogs? Images? Podcasts? Videos? Commissioned? Curated? User-generated? Do what's right for you.

03

Interactive

Stimulate interaction with games, quizzes, puzzles, treasure hunts, AR, VR, etc. Keep the tech simple.

04

Community

Use your content and interaction on social media to drive people to drive on and offline visits.

Some Website Building Options

	Wordpress.com	SquareSpace	Self-hosted Wordpress	Bespoke website
Free Option Beyond the free trial	✓	From £10/month	Yes But hosting costs apply	No Hosting & Dev Costs
Tech support Costs vary per plan	✓	✓	Would be a separate web dev service	Depends on your web dev agreement
Cyber Security Maintenance & security included	✓	✓	Needs to be a bespoke arrangement	Depends on your hosting agreement
Email hosting Is email hosting bundled?	No	No	Depends on your hosting agreement	Depends on your hosting agreement

Scenarios

How will you activate?

Process

Improve your processes and become more efficient



Ideas

Use digital to help generate, document and catalogue ideas



Crowd

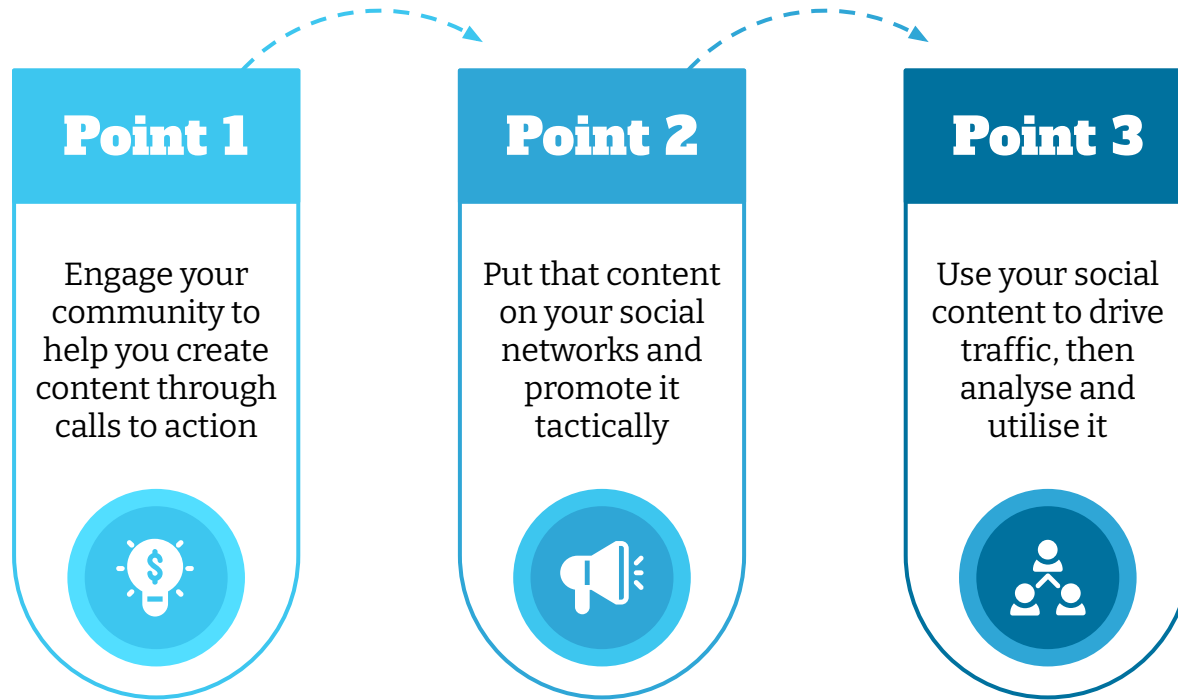
Harness the power of the crowd to create, connect and communicate



Partner

Find new partners and collaborate on projects to achieve more together

An example 3-point Digital Plan



Group Work

What will your plan look like?

01



Vision

Why do you want to do this?
What is your vision for the project?

03



Strategy

How will you get there? Define your strategy in a few words and refer to it with each decision.

Objectives

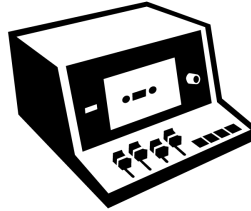
What do you want to achieve.
Focus on three objectives, maximum.

02



Thank you
Let's get planning

Dougal Perman
Inner Ear & XpoNorth



XPONORTH 

Links and resources compiled in a [Wakelet collection](#)
Access this presentation at innerear.co.uk/strategic-planning
Presentation made in Google Slides using the [Strategic Planning Infographics template by Slidesgo.com](#)