



10 Must Reads: Strategies - Making Change Happen

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In public-facing organisations like museums, with a wide variety of stakeholders, staff at all levels can face frustrations. This book is about getting things done: about successfully achieving change within an often complex framework. We've reviewed hundreds of MuseumsEtc case studies and selected the most important ones to help you successfully achieve change. Whether your priorities relate to your mission, your displays, sustainability, community engagement, marketing, new media or retailing, 10 Must Reads: Strategies - Making Change Happen is designed to act as a practical and inspirational handbook to the complex issues involved. This book will help you: overcome institutional inertia; cope positively with any setbacks and disappointments; confidently plan how change is to be achieved; see change as a multi-stage process, rather than as an event; and win essential support for your plans while minimising conflict.

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