

MUSEUM OF LIFE + SCIENCE

MISSION
SOCIAL IMPACT =
LIFELONG LEARNING

VISITORS

RESOURCES
SUSTAINED CASH FLOW,
TIME AND BRAND

MEMBERS

LEARNERS

PRIMARY CUSTOMERS

FOCUS ON

FOCUS ON

AS

AS

↓ CONVERT %



BRAND

WHAT WILL MEMBERS REMEMBER?

CONTENT

WHAT DO MEMBERS WANT TO KNOW?

FUNCTION

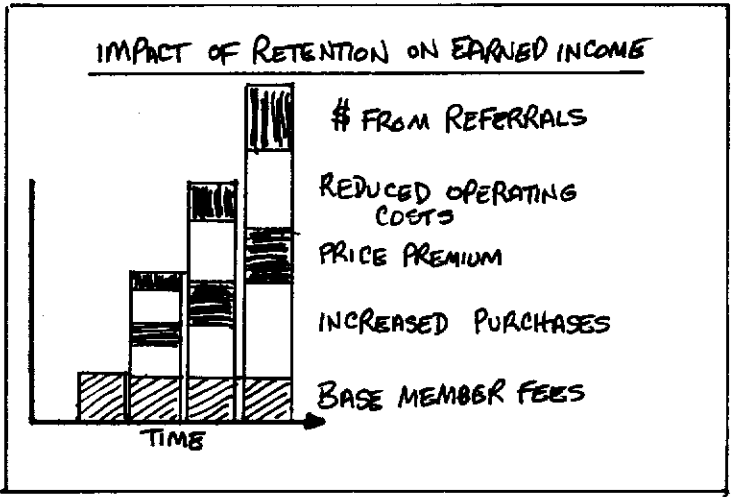
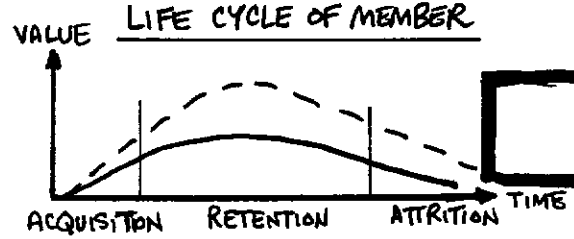
WHAT DO MEMBERS WANT TO DO?



CREATE VALUE

RELATE + RETAIN

ENGAGE



CREATE AND CO-CREATE ENVIRONMENTS + EXPERIENCES, BOTH PHYSICAL AND DIGITAL, THAT...

- PRESENT SCIENCE AS A WAY OF KNOWING
- ARE VARIED AND DISTINCTIVE AND RELEVANT
- INTEGRATE THE PHYSICAL WITH THE DIGITAL
- FOSTER AND SUPPORT REGULAR, ACTIVE PARTICIPATION
- SATISFY SOCIAL, EMOTIONAL, AND RECREATIONAL NEEDS

CREATE A CULTURE OF INNOVATION + LEARNING

- ATTRACT, HIRE, AND RETAIN THE RIGHT PEOPLE WITH THE RIGHT ATTITUDES
- ENCOURAGE IDEA SHARING AND TEAMWORK
- TEST PROMISING IDEAS
- DISCIPLINED THOUGHT AND DISCIPLINED ACTION

SEEK AND CULTIVATE COLLABORATION

- CONNECT PEOPLE TO CONTEMPORARY SCIENCE, RESEARCH, AND NEW TECHNOLOGY
- LEVERAGE EXPERTISE AND RESOURCES

PROVIDE A TOP-CLASS CUSTOMER EXPERIENCE

- ATTRACT, HIRE, AND RETAIN PEOPLE WHO HAVE SERVICE DNA
- MAINTAIN CONSISTENCY IN EXPERIENCE DELIVERY
- ANTICIPATE SERVICE DEFECTS AND HAVE PROTOCOLS IN PLACE
- CREATE AN ABOVE-AND-BEYOND CULTURE
- MEASURE CUSTOMER EXPERIENCE

MANAGE CUSTOMER RELATIONSHIP

- GET TO KNOW MEMBERS AND ANTICIPATE NEEDS
- TRACK VISITS AND PURCHASES
- BUILD RAPPORT
- CUSTOMIZE SERVICE AND PRODUCT OFFERINGS
- ACTIVATE CUSTOMER REFERRALS