



LA CROSSE AREA HISTORIC
AND CULTURAL MUSEUM

Visioning Workshop



VISION BEFORE MISSION

Vision-Where are we headed?

(Ultimate picture of success)

(Aspirational, Inspirational, Motivational)

VISION BEFORE MISSION

VISION →

MISSION →

CULTURE →

STRATEGY →

TACTICS



QUESTIONS

1.

What would you consider the ultimate picture of success for this project?



QUESTIONS

2.

What would make this project
special?



QUESTIONS

3.

Describe how you would like visitors
to feel when they visit this project



QUESTIONS

4.

Using three sentences, describe three concrete wishes for a La Crosse Area Historic and Cultural Museum



QUESTIONS

5.

How will this project make a
difference?



QUESTIONS

6.

How can this project be structured
to function at its best?



YOUR MISSION IS CRITICAL

*We help people young and old
understand the past in order to make
sense of the present and shape a more
humane future.*