

ASAP MAP

DEVELOP YOUR IDEA BY DISCUSSING ITS PURPOSE



1. Present the idea and agree on a main purpose.
2. Write down the purpose: _____
3. Discuss the purpose through the questions under A-S-A-P. Go back to adjust the purpose if relevant.
4. Make sure to agree on who does what if you come up with things you want to do during the discussion.



AWARENESS

How do you understand the purpose?

How do you and your colleagues talk about it in everyday work life?

How do you think visitors and other people understand it?



SOLUTIONS

Did you ever develop or use solutions with a similar purpose?

How did these solutions fulfil their purpose?

How can you build on what you learn from these solutions?



ALLIANCES

How is the purpose relevant for other teams at your museum?

How is it relevant for funders, partners, communities or other external groups?

How can you build alliances with them?



PLANS

How does the purpose fit with future plans and strategies of your museum?

How does it fit with what you think will be interests of future visitors?

How can you relate more to these future plans and interests?