



## Museum Futurists—Supporting the Work of CFM

CFM's primary audience are museum practitioners—museum staff, independent professionals and firms that provide consulting services regarding museum operations and planning.

*Through the work of CFM museum practitioners:*

- Understand the trends likely to shape museums and society over the next ten to twenty-five years
- Incorporate this information into their planning and decision making
- Integrate their organizations' long-range planning actions that will help their community survive and thrive in the face of the most important forces affecting them
- Lead the institutions that will survive the challenges they face in the coming decades adapt successfully to changing circumstances and be seen as vital partners in creating strong, viable, economically stable communities
- Have the tools they need to educate their boards of trustees about trends and planning

### Museum Futurists

CFM influences this primary audience through building concentric rings of engagement, recruiting key representatives as "museum futurists." These futurists are drawn from the ranks of Visionary Leaders (senior and mid-level museum staff), the Next Wave (emerging museum professionals) and Influential Advisors (independent professionals and consulting firms, and field services providers). In *Micro Trends: Surprising Tales of the Way We Live Today*, Mark J. Penn and E. Kinney Zalesne point out that "in today's mass societies, it takes only 1 percent of people making a dedicated choice...to create a movement that can change the world." Acting on this observation, CFM works to identify a strategic, influential one percent of each of these three groups as the primary focus of its initial work. By informing and engaging these representatives, CFM helps them realize their own potential to catalyze change in their areas of concern and, acting as leaders, motivate the majority to change as well.

Through their professional involvement and their influence with their peers, museum futurists promulgate the work accomplished through CFM and share their own discoveries with the field. They help CFM create and test innovations in museum practice, expand the horizon of museum planning, acquire and use information about trends, exercise leadership in the museum field to provoke discussion and build connections to innovative thinkers in all sectors.

*The Next Wave* is the future of museums! Next Wavers are museum studies students or museum professionals who have been in the field ten years or less. Young members of the profession have a vested interest in the long-term health of museums and in shaping their evolution. The people leading museums in twenty-five or thirty years will be drawn in large part from their ranks. Next Wavers are also, on the whole, more fluent in the web-based, interactive technologies CFM uses to promote wide participation in its projects and dialogs.

Next Wavers:

- Participants in a national dialog regarding the future of museums and what we as a field can do to help build stronger communities and a healthy society
- Use CFM and its activities as an opportunity to exercise a leadership role in AAM
- Prepare to assume museum leadership roles in the course of their careers
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*Visionary Leaders* are bold, entrepreneurial directors and mid-career to senior staff willing to embrace new ideas, take risks, question assumptions and experiment with how best to accomplish their work.

Visionary Leaders:

- Volunteer to be key partners in CFM initiatives, contributing ideas, offering their museums as places to test projects and helping to foster a national dialog among museum professionals about the future
- Become "early adopters" of new practices developed through CFM initiatives
- Act as "credible pioneers," developing case studies, writing, speaking and sharing with their colleagues their experience of what works and what does not work
- Model the outcomes CFM hopes to produce for the field as a whole

*Influential Advisors* are independent museum professionals, members of consulting firms, museum studies faculty and field services providers who help museums with institutional planning. They are forward thinking, creative leaders in the field of museum consulting. Through their work, influential advisors play an important role in shaping the knowledge, behavior and attitudes of museum leaders.

Influential Advisors:

- Volunteer to be key partners in CFM initiatives, contributing ideas, encouraging their clients to volunteer as places to test projects and helping to foster a national dialog among museum professionals about the future
- Incorporate forecasting and futures studies into the approach they take in helping clients with planning
- Contribute to and disseminate the results of forecasting regarding the future of museums