

WHITE PAPER

**SCIENCE
MUSEUM**

**THE “INSPIRING
SERVICE”
PROGRAMME**

2018-2019



MOONSHOT

www.mshot.co

The Science Museum's "INSPIRING SERVICE" Guest Experience Programme was rolled out in December of 2018 after an extensive leader and team member focus group process to develop the programme. The programme was designed and delivered by the MoonShot Team.

For this programme, the Science Museum Leadership Team was taken through a facilitated process to set out the foundation of the programme using already established values of: THINK BIG - REVEAL WONDER - SHARE AUTHENTIC STORIES - IGNITE CURIOSITY - BE OPEN FOR ALL. Phase 1 began with six, three hour workshops with team member and leader facilitated discussions in September of 2018. After developing the programme, we conducted a "RED TEAM" event with small groups of team members and leaders so we could gain feedback on the now established programme and make necessary final programme changes. Phase two was to rollout the programme to the entire Science Museum team over fourteen, three hour sessions over 7 days rollout period. These sessions had a mix of leaders and team members in attendance with an average of 35 attendees per session. Phase three included the handover of a "train the trainer" programme to the newly appointed training manager.



PHASE 1 - TEAM MEMBER & LEADER WORKSHOPS

FRAMEWORK WORKSHOPS

Deliverables for September 11-13 Workshops

- What's your Story?
- Moment of Truth
- Meaning behind our Values
- Defining Our Common Purpose
- Defining Our Visitor Experience Expectations
- **Establishing Our Quality Standards
- Establishing Our Culture Standards

**Quality Standards will be defined separately by Science Museum leadership from the feedback received in these workshops

PHASE 2 - TEAM MEMBER & LEADER PROGRAMME ROLLOUT

PROGRAMME FRAMEWORK

'INSPIRING SERVICE' is the overarching colleague training programme which consists of the following components:

History and Legacy – To connect our colleagues emotionally to who we are and who they are representing everyday.

Common Purpose – Why are we all here? What are our common goals everyday?

Visitor Expectations – An introduction into how our visitors think and their everyday expectations

Service Core – The key drivers of our service commitment

Power of Storytelling – The importance of storytelling within our everyday interactions with our visitors

Our Five Steps – The five steps to every interaction with our visitors

Our Visitor Commitment – The key statements that drive our commitment to our visitor

History and Legacy

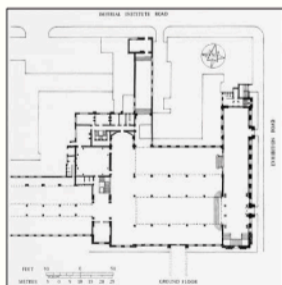
The core of a highly effective staff training programme is creating an emotional connection to the place in which the team member is caretaker or ambassador of that legacy.

Be proud to be a part of our story.

The Science Museum was founded in 1857 under Bennet Woodcroft from the collection of the Royal Society of Arts and surplus items from the Great Exhibition as part of the South Kensington Museum, together with what is now the Victoria and Albert Museum. It included a collection of machinery which became the Museum of Patents in 1858, and the Patent Office Museum in 1863. This collection contained many of the most famous exhibits of what is now the Science Museum.



In 1883, the contents of the Patent Office Museum were transferred to the South Kensington Museum. In 1885, the Science Collections were renamed the Science Museum. The Art Collections were renamed the Art Museum, which eventually became the Victoria and Albert Museum.



When Queen Victoria laid the foundation stone for the new building for the Art Museum, she stipulated that the museum be renamed after herself and her late husband. This was initially applied to the whole museum, but when that new building finally opened ten years later, the title was confined to the Art Collections and the Science Collections had to be divorced from it. On 26 June 1909 the Science Museum, as an independent entity, came into existence.

The Science Museum's present quarters, designed by Sir Richard Allison, were opened to the public in stages over the period 1919–28. This building was known as the East Block, construction of which began in 1913 and temporarily halted by World War I. However, the Museum buildings were expanded over the following years; a pioneering Children's Gallery with interactive exhibits opened in 1931, the Centre Block was completed in 1961-3, the infill of the East Block and the construction of the Lower & Upper Wellcome Galleries in 1980, and the construction of the Wellcome Wing in 2000 resulted in the Museum now extending to Queen's Gate.



OUR HISTORY WHAT DO YOU KNOW?

Q: This person designed the Science Museum was?

A:

Q: Name the year the Science Museum was founded?

A:

Q: Name the year the Wellcome Wing opened?

A:

Q: The Science Collections were renamed to the Science Museum

A:

Q: Our pioneering Children's Gallery opened in this year. When was it?

A:

In this year the Centre Block was completed. When was it?

A:

Q: The East Block construction temporarily halted because of this.

A:

Common Purpose or “Service Core”

The Common Purpose to “INSPIRE FUTURES” was already established and was the keystone of the programme.

We INSPIRE FUTURES everyday.

We share the same passion and expectations of our visitors.

We value science, fun, curiosity, respect and being a gatekeeper to inspire futures.

We do this by being human, interacting with our visitors and colleagues and sharing our own wonderful life experiences.

We achieve a common goal by completing our day with a sense of reward and satisfaction.

We are proud to be the Science Museum Group.

Our Culture Elements: Our Values

With already established values, team members and leaders feedback during phase 1 workshops was analysed to define each value in the context of the visitor experience.

OUR CULTURE ELEMENTS
YOU INSPIRE FUTURES everyday through our values.

THINK BIG means...

We communicate ideas to drive organisation purpose and improvements for our visitors.

We support the financial well-being of the Science Museum and we are curious about this.

Your notes:

OUR CULTURE ELEMENTS
YOU INSPIRE FUTURES everyday through our values.

SHARE AUTHENTIC STORIES means...

You are amazing! Share your science and life adventure stories.

Prepare well to share Science Museum product knowledge.

Your notes:

OUR CULTURE ELEMENTS
YOU INSPIRE FUTURES everyday through values.

OPEN FOR ALL means...

We don't judge. We embrace diversity. All our colleagues and visitors deserve our respect!

Our visitors expect a pleasant, informative and safe visit and we provide this consistently by checking procedures and systems. We report any issues which may hinder an experience.

Your notes:

OUR CULTURE ELEMENTS
YOU INSPIRE FUTURES everyday through our values.

REVEAL WONDER means...

We spark a conversation with a variety of individuals; everyone has a story!

We enthuse visitors to be curious about science and learning.

Your notes:

OUR CULTURE ELEMENTS
YOU INSPIRE FUTURES everyday through values.

IGNITE CURIOSITY means...

Be proactive by considering questions to develop relationships with our visitors and colleagues.

Take time to become better by checking your own performance through feedback.

Your notes:

Our Five Steps

For this programme, we wanted to create a repeatable process for every visitor interaction. We established that this wouldn't always occur with every visitor but it was the goal to be consistent in our interactions. We called these our "FIVE STEPS."



Select this [LINK](#) to check out the training video produced by the MoonShot Team.

Our Visitor Commitment

Team members were given defined standards to enhance the visitor experience. These were called our "visitor commitment" and consisted of 8 action or behaviour driven statements focused on delivering a consistent visitor experience.



OUR COLLEAGUE COMMITMENT!

1. We always acknowledge fellow staff members.
2. We pick up rubbish and ensure areas are tidy and clean.
3. We respect our fellow team members and our shared spaces and hold open doors if someone is approaching.
4. We look for ways to encourage each other to have a more purposeful work life.
5. We look for opportunities to recognise each other and drive a positive work environment.
6. We include rather than exclude.

YOU INSPIRE FUTURES
everyday through
enhancing your
colleague's experience.

SCIENCE MUSEUM

7. We take the time to ask each other about life and our personal and professional goals.
8. We report any operational issues to our leaders.

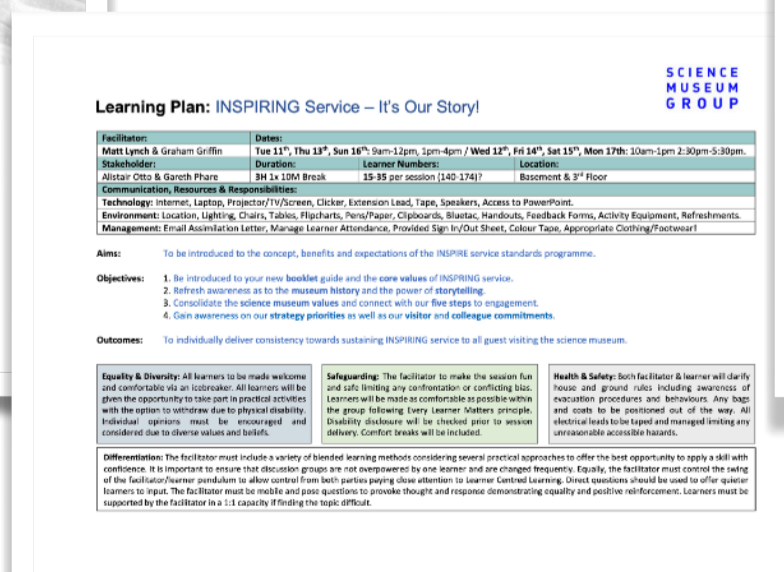
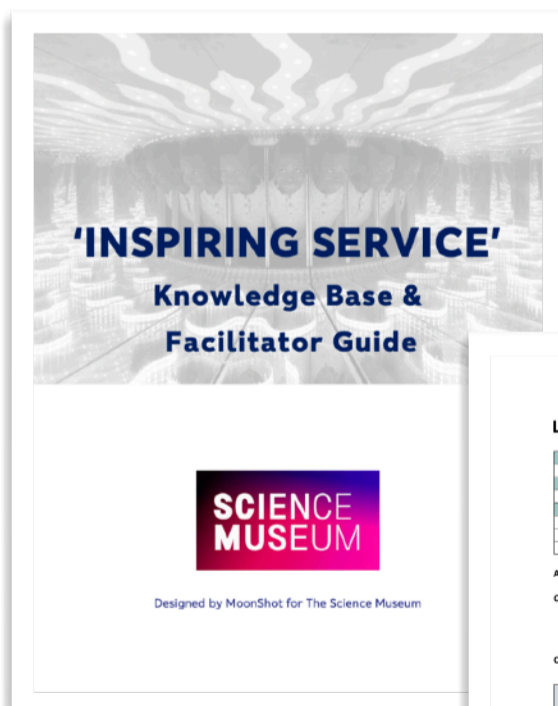
Our Colleague Commitment

Team members were also given defined standards to enhance the colleague experience. These were called our “colleague commitment” and consisted of 8 action or behaviour driven statements focused on delivering a consistent work environment for all colleagues.

PHASE 3 - TRAIN THE TRAINER PROGRAMME HANDOVER

As well as facilitating workshops and developing and delivering the programme, our final deliverable was to develop a “train the trainer” facilitator guide and learning plan for the incoming training manager.

These training resources included the “INSPIRING SERVICE” facilitator guide, master PowerPoint, learning plan and attendee workbook.





**MOONSHOT**
www.mshot.co