

15 WAYS TO ACTIVATE *your* SOFT POWER *Tips for*



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What is Soft Power?

"Soft power" is the ability to influence through persuasion, attraction and 'setting the agenda' rather than military or economic force.

Children and Youth in Museums

POWER DIFFUSION: GOVERNANCE AND HUMAN RESOURCES



1
Advisory Councils:
Listen to Children,
Youth, Schools and
Families

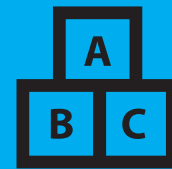
2
Diverse Staff for
diverse audiences

3
Trained Staff to
Build Skills

6
Responsive
Operating Hours

5
Free Admission

SOCIAL COMMONS: OPERATIONS



4
Empower Women:
be the Best
Employers in the
Creative Economy

7
Active Social
Inclusion Among all
Children, Youth and
Families

ADAPTIVE STRATEGIES: RESEARCH



8
Measuring and
Sharing Impact

9
Reflect Current
Research on Child
and Youth
Development,
Learning

CULTURAL ACCELERATION: EXHIBITIONS AND PUBLIC PROGRAMS



10
Connect with Others
who Work with
Children, Schools
and Families

THE SHARING ECONOMY: PARTNERSHIPS AND NETWORKS



11
Critical Thinking

12
Encourage Making,
Tinkering and
Creating

13
Build 21st Century
Skills

14
Address Real World
Challenges

15
A Safe Place to
Explore, Participate,
Connect and Have
Fun



HOW DO YOU ACTIVATE
YOUR SOFT POWER?

SHARE YOUR
SOFT POWER STORIES:



MuseumsSoftPower



www.lord.ca/SoftPower



@Gail_Lord
@Nblankenberg

#softpowermuseums
#softpowercities

We can help you make your museum work for children, youth, schools and families

EXPERIENCE:



Children and Youth Experience:
Parlamentarium, Brussels, Belgium



Learning Program and Facility Plan:
Smithsonian: National Museums of African
American History and Culture,
Washington D.C., USA



Program Plan, Children's Discovery Zone,
King Abdulaziz Center for Knowledge and
Culture, Dhahran, Saudi Arabia



Visitor Study and Program Strategy:
Musees ville de Paris, Paris, France



Training and Professional Development,
Children's Museum Research Center,
Beijing, China



Traveling Exhibition, Peter Rabbit's
Garden



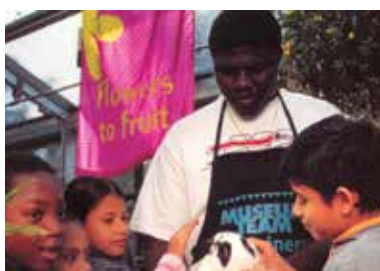
Exhibition, Urban Ecosystems Game,
Biosphere, Montreal, Canada



Exhibition: Bloorview Kid's Rehab
Hospital, Toronto, Ontario



Facility Plan, Weston Family Learning
Center Art Gallery of Ontario,
Toronto, Canada



Facility Plan: Brooklyn Children's Museum,
New York City, USA



Business Plan, Hohhot Children's
Museum, Beijing, China



Feasibility Study and Development Plan:
Zoom Children's Museum,
Vienna, Austria

SERVICES:

- Integrated Children and Youth Experiences
- Exhibitions
- Text Panels for Children, Youth and Families
- Education and Public Program Plans
- Youth Engagement
- Visitor Studies
- Schools Materials
- Training for Educators
- Facility Planning

Cities, Museums and Soft Power
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