

Ledarskap, förändring och kultur april 2013



Växjö kommun ska vara en framträdande upplevelsekommun där man kan uppleva evenemang, aktiviteter, kultur, konst och natur.

Spännande satsningar, t.ex. Trummen Land Art, Art site, Araby Park Arena, Kulturparken Småland, Fristadsförfattare....

Förutsättningar

- Stark kulturell infrastruktur
- högt kreativt index
- medborgarnöjdhet över rikssnitt
- Växande kommun – behov av nya kulturarenor





Organisationer

- Kronobergsarkivet
- Smålands museum
- Utvandrarnas hus (publika delarna)



Bästa museet i Sverige 2012- Årets museum!

*En ny typ av kulturarvsaktör har sett dagens ljus i Sverige! Årets museum 2012 tilldelas priset för ett **modigt och nyskapande arbete** med att föra samman samlingar, arkiv och utställningar till en flexibel helhet med fokus på publiken! Nya arbetsmetoder och en vilja till öppenhet har knutit nya målgrupper till kulturarvsarbetet och ökat besökstalet med hela 40 %! Priset Årets museum tilldelas Kulturparken Småland.*










The Business Model Canvas

Designed for:

Designed by:

On:

Duration:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>QUESTION ANSWER</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>QUESTION ANSWER</p>	<h3>Value Propositions</h3>  <p>What do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>QUESTION ANSWER</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones are we establishing? How are they integrated with the rest of our business model? How costly are they?</p> <p>QUESTION ANSWER</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>QUESTION ANSWER</p>
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>QUESTION ANSWER</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>QUESTION ANSWER</p>		
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>QUESTION ANSWER</p>			<h3>Revenue Streams</h3>  <p>For what do our customers really willing to pay? How do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>QUESTION ANSWER</p>	

Reflektioner

- Autonomi – direktstyrning komplicerar
- Har vi rätt resurser för uppdraget?
- Identifikation – förändring
- Vilken typ av ledarskap behövs?

