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Magnetic: The Art and Science of Engagement

Anne Bergeron, Beth Tuttle

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In this in-depth study of the role of engagement in helping organizations to succeed, Anne Bergeron and Beth Tuttle examine what they call "magnetic" organizations -- those that have developed an energized core centered on people, vision, and service, which enables them to attract and retain critical resources, such as talented and committed employees, loyal audiences, engaged donors, powerful goodwill from the community at large, and the financial capital required to sustain programmatic excellence and growth. These organizations have become "magnetic" by creating strong internal alignment around a compelling shared vision, and then extending the reach of their magnetic fields by engaging, serving and, ultimately, activating their internal and external communities through meaningful experiences and authentic relationships. *Magnetic: The Art and Science of Engagement* analyzes six American museums: Children's Museum in Pittsburgh; Chrysler Museum of Art in Norfolk, Virginia; Conner Prairie Interactive History Park in Fishers, Indiana; The Franklin Institute in Philadelphia; Natural Science Center of Greensboro in North Carolina; and Philbrook Museum of Art in Tulsa, Oklahoma. Each of these institutions has embraced a people and service-first ethic that has transformed their institutions into more vital, relevant and essential community assets. *Magnetic* provides a roadmap not only for strengthening museums and other cultural organizations, but for any business or nonprofit that seeks to deepen its relationships with and value to the customers and constituents it serves.

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