

# The Arts Crisis Strategy Canvas

Prepared for:

Prepared by:

Iteration:

Date:

## Crisis Strategy

What is the general strategy you will take to meet the Goals in Box 2?



10

## Strategic Activities

What specific Goals & Actions are required to implement the Crisis Strategy in Box 10?



Crisis Response Goal

Action

Crisis Response Goal

Action

Crisis Response Goal

Action

Crisis Response Goal

Action

Crisis Response Goal

Action

11

## Art Product / Value Proposition

Precisely identify the A(a)rt Venture, Product or Service.  
Is this a For- or Non-Profit Venture?  
What aesthetic, educational or other value does the A(a)rt product or service provide to A(a)rt consumers?



1

## Crisis

What type of crisis is this?  
**Types**  
Economy-based  
Market-based  
Non-Profit Funding  
Revenue Stream Loss  
Other



2

## Goals

What are the "big picture" goals of the venture during the crisis?  
**Examples**  
Survival  
Opportunity  
Lowering Costs  
Increasing Sales  
New Product Introduction



3

## Revenue Sources

What Revenue Sources are impacted? How are they impacted?  
List amount of Assets, Liabilities and Cash on hand.  
**Types**  
Direct Sales  
Social Media  
Marketing  
F2F Engagement  
Grants  
Contracts



4

## Existing Infrastructure and Income Streams

What kind of business infrastructure exists presently or is required? How is it impacted?  
**Examples**  
Studio Space  
Brick & Mortar  
Equipment  
Partnerships  
Relationships  
Employees



5

## Key Partners / Suppliers

Who are the Key Partners or Suppliers and what resources do you acquire from them?  
**Examples**  
Managers  
Venues  
Booking Agents  
Personal Network  
Production Teams  
Designers  
Raw Materials



6

## Market / Audience Reaction

What is the initial Market / Audience reaction to the crisis? Is it expected to return in the short, medium or long term?  
**Example**  
Changes in Purchasing or Engagement  
Contract Cancellation  
Abandonment



7

## Initial Response

What has been the business' Initial Response? Is it meeting the venture's goals during the crisis?  
**Example**  
Reducing Prices  
Special Offers  
Additional Value Offerings  
Communication Changes



8

## Competitor Response

What has been your Competitor's' Initial Response? Does it appear effective?  
**Example**  
Reducing Prices  
Special Offers  
Additional Value Offerings



9