

# The Arts Crisis Management Canvas

Prepared for:

Prepared by:

Iteration:

Date:

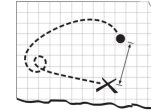
## Crisis Management Plan



Revise and Prioritize the Crisis Strategy in Box 10 of the Arts STRATEGY canvas based on boxes 1-7 of this canvas. This becomes the Crisis Management Plan.

8

## Venture Continuity



Address the crisis' impact on budgeting, new product introduction, research, business planning, etc. and how this will be addressed in the near term.

Identify the arts products / services offered during the Response period and if there will be a change in delivery, value or communication.

1

## Market / Audience Communication



How will the venture communicate to the market during the Response period, what should they say and how often?

How will the venture communicate business continuity to the market?

How will the venture acknowledge the emotional & human pressures on the market?

3

## Monitor & Apply Innovations

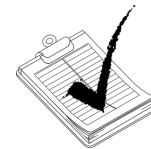


How will the venture monitor innovations from competitors? Be specific: "social media" is not an answer.

Outline the implementation criteria when identifying a competitor innovation.

5

## Implementation Activities



In order of implementation, list the specific Goals & Actions of the Crisis Management Plan

Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	

9

## Market / Audience Engagement



How will the venture continuously engage their market w/o over-engaging?

What innovations will the venture employ to engage their market more effectively during the Response period?

2

## Local Support Efforts



Identify local artist or arts business support efforts available to the venture during the crisis. (this assumes the venture qualifies).

Will the venture take advantage of these efforts? Why or why not.

4

## Recovery Planing



Resumption Phase - Identify the first critical product(s) / service(s) introduced during this Phase.

Recovery Phase - Identify the less critical product(s) / service(s) introduced during this Phase.

Restoration Phase - Should the venture expect "business-as-usual" one the crisis is 100% extinguished?

6

## Revisions Required?



Based on the questions above, is it necessary to revise the venture's Crisis Strategy? (if yes, continue to box 8. if no, order the Strategic Activities from the Arts STRATEGY Canvas' box 11 in order of implementation in this canvas' box 9).

7