The Arts Crisis Strategy Canvas

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

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

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

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

Revenue Sources
What Revenue Sources are impacted? How are they impacted?
Types
- Direct Sales
- Social Media
- Marketing
- F2F Engagement
- Grants
- Contracts

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?

Existing Infrastructure
What kind of business infrastructure exists presently or is required? How is it impacted?

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

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

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

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