

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?



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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?



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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



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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



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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	
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Action	
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Action	
Crisis Response Goal	
Action	

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Crisis

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



2

Existing Infrastructure

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

- Examples**
Studio Space
Brick & Mortar
Equipment
Partnerships
Relationships
Employees



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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



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Goals

What are the "big picture" goals of the venture during the crisis?

- Examples**
Survival
Opportunity
Lowering Costs
Increasing Sales
New Product Introduction



3

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



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Competitor Response

What has been your Competitor's' Initial Response?
Does it appear effective?

- Example**
Reducing Prices
Special Offers
Additional Value Offerings



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