

IGNITE: LESSON 1

GOALS AND BUSINESS FOUNDATIONS

- Introductions
 - Overall Agenda and Materials
 - Goal Setting
- Writing Exercise
- Break
- Introduction to Strategy and The Creative Business Model Canvas
 - Business Strategy for Artists
 - Artistic Identity and Core Values
 - Mission Statements
 - Art Products and Artistic Services
 - Vision Statements
- Daily Wrap Up and Homework

IGNITE: LESSON 2

EXPANDING VALUE

- Homework Review
- Spheres of Artistic Practice
- Where Do You Want To Be Worksheet
- Break
- Key Assets
- Competitive Analysis
- Daily Wrap Up and Homework

IGNITE: LESSON 3

EXPLORING YOUR INDUSTRY

- Homework Review
- Introduction to Industry Analysis and Discovery
- Break
- Forces of Industry
- Barriers to Entry
- Applying Industry Analysis to Your Business Plan
 - Teach/Learn Exercise
- Daily Wrap Up and Homework

IGNITE: LESSON 4

MARKET STRATEGY/MARKETING PLAN

- Homework Review
- Defining Your Market
 - Customer Segments
 - Customer Archetypes
- Break
- Marketing and Communication Strategy
- Distribution Channels
- Daily Wrap Up and Homework

IGNITE: LESSON 5

SITUATIONAL ANALYSIS AND MANAGING OPERATIONS

- Homework Review
- Using Analysis to Create Strategy
 - SWOT
 - Competitive Advantage
- Break
- Managing Your Business for Success
 - Time Management and Project Management
 - Cash Flow
 - Understanding and Assessing Risk
- Negotiation Exercise
- Daily Wrap Up and Homework

IGNITE: LESSON 6

COST STRUCTURES AND REVENUE STREAMS

- Homework Review
- Cost Structures
- Types of Business Costs
 - Fixed vs. Variable Costs Exercise
- Break
- Revenue Streams
 - Sources of Revenue and Funding for Artists
- Business Entities and Leadership Structures
- Daily Wrap-Up and Homework

IGNITE: LESSON 7

PUTTING IT ALL TOGETHER

- Homework Review
- Professional Development
- Finish Creative Business Model Canvas
- Presentation Review
 - Best Practices and Expectations