**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