



Creating Out Loud

Alternative Business Models

This Discussion Guide supports the fourth Creating Out Loud Topic-Based session, which identifies alternative business models to create and capture value in the arts and culture sector.

Purpose

The purpose of this session is to explore how you communicate the value of your work by

- reflecting on what motivates your creative practice, or involvement in the arts and culture sector, and
- considering what “value” means.

Agenda

Suggested Timing: 1 Hour

Activities:

1. Being Here (15 minutes)
 - Acknowledging Country (5 minutes)
 - Check-in (10 minutes)
2. Individual Exercise (20 minutes)
 - Personal reflection (5 minutes)
 - Sharing reflection (15 minutes)
3. Group Discussion (20 minutes)
 - New recipes
4. What Next? (5 minutes)

TIP: Fee free to adjust the timing to suit the size of your circle and how much members want to share.

1. Being Here

Please acknowledge the Traditional Custodians of the lands on which you are meeting today.

- If this is your first meeting, share your name and how you are currently involved in the arts and culture sector.
- If this is not your first meeting, tell your circle about the step(s) you took since your last meeting.

Tell your circle about someone whose work you enjoy buying – and why.

2. Individual Reflection

- How do you deliver value to audiences, persuade audiences to pay for that value, and convert payments into profit?
- Has your operating environment changes in ways that mean your business model needs to change?
- Could your business model benefit from

Enhancement

- improving existing ways of working

Extension

- adding to existing ways of working

Transformation

- replacing (some) existing ways of working

Share your reflections with the group.

3. Group Discussion

Discuss one or more of these questions:

- What alternative business models have you seen that build both creative and financial success?
- What rules might you need to adopt, to ensure the business side of your practice is consistent with your artistic identity and values?
- What steps might you need to take, to create shared value with stakeholders?
- How can you maintain credibility with stakeholders during times of change?

4. What Next?

Name one step you plan to take after this meeting. Possible steps include developing a business model using the Creative Business Model Canvas.

Where can I access the program?

All Creating Out Loud materials are free to download from the program website: <https://creatingoutloud.business.uq.edu.au/>

References

1. Li, F., The digital transformation of business models in the creative industries: A holistic framework and emerging trends. *Technovation*, 2020. 92-93: p. 102012.