Alternative business models

Open the Creating Out Loud “Alternative business models” Discussion Guide
Agenda

1. Being here
   • Acknowledging Country
   • Check-in

2. Individual reflection – Taking stock
   • personal reflection
   • sharing reflection

3. Group discussion – New recipes

4. What next?
Acknowledgement of **Country**

- The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

- We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

- We recognise their valuable contributions to Australian and global society.
Did you take your planned step?

Did you learn or enjoy something?
Whose goods/services do you enjoy buying? Why?
Business model ingredients

What value do you create?

How do you sell value?

How do payments create profit?
Creating alternatives

- Enhancement: improving existing ways of working
- Extension: adding to existing ways of working
- Transformation: replacing (some) existing ways of working
Individual reflection

Taking stock

1. How do you currently deliver value, persuade people to pay for value, convert payments into profit?

2. (How) has operating environment changed?

3. Do parts of your business model need enhancement / extension / transformation?
Share your reflections with the circle.
Group discussion

New recipes

1. What alternative business models have you seen that build both creative and financial success?

2. What rules might you need to adopt, to ensure the business side of your practice is consistent with your artistic identity and values?

3. What steps might you need to take, to create shared value with stakeholders?

4. How can you maintain credibility with stakeholders during times of change?
What one step will you take before the next meeting?
Thank you

Dr Kate Power
Business School
kate.power@uq.edu.au


[@power_kate](https://twitter.com/power_kate)
[www.linkedin.com/in/kate-power-18125630/](https://www.linkedin.com/in/kate-power-18125630/)