

# ACHATES' AUDIENCE INFORMED BUSINESS PLAN<sup>®</sup>

THE KEY ELEMENTS WE PROPOSE YOU INCLUDE ARE:

## PURPOSE

- WORK CREATED OR CURATED
- AUDIENCES SUPER- SERVED
- IMPACT & CHANGE BROUGHT ABOUT

STATEMENT OF ORGANISATIONAL PURPOSE - WHAT WE DO FOR WHOM & IMPACT CREATED

STEP

01



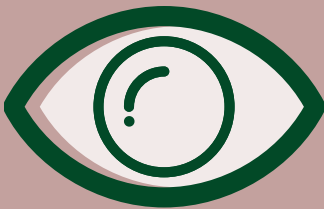
STEP

02

## AUDIENCES

- ARTISTS
- STAFF
- BOARD
- FUNDERS & STAKEHOLDERS
- AUDIENCE MEMBERS
- PROGRAMME PARTICIPANTS
- WIDER ECOSYSTEM

WHAT IS THE HIERARCHY?



## ARTISTIC & PROGRAMME OFFER

- OFFER
- AUDIENCE JOURNEYS
- ROLE IN WIDER ECOSYSTEM
- BUDGET
- RESOURCES

STEP

03



STEP

04

## THEORY OF CHANGE

- METHODOLOGY OF APPROACH
- LOGIC CHAINS BY AUDIENCE GROUP UNDERPIN
- COMBINE TO FORM THEORY OF CHANGE
- SUMMARY STATEMENT OF TOC - HOW WE DO IT

EVALUATION FOLLOWS THIS



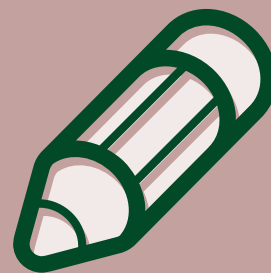
## CASE FOR SUPPORT

- WHO ARE WE?
- WHAT IS OUR PURPOSE?
- KEY ACHIEVEMENTS
- AUDIENCES & PRIORITIES
- ROLE ORGANISATION CAN PLAY
- THEORY OF CHANGE
- PROGRAMME
- OUTPUTS & OUTCOMES

ARTICULATION OF THEORY OF CHANGE (AND LOGIC CHAINS)

STEP

05



STEP

06

## BUDGETS

- PRESENTED BY PROJECT
- AUDIENCE GROUP
- TOTAL COST RECOVERY



## OTHER ELEMENTS TO INCLUDE

- FUNDRAISING STRATEGY
- COMMUNICATIONS STRATEGY
- RISK REGISTER
- SWOT & PESTLE

STEP

07

