

# ARTIST CANVAS

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How many of you have  
(or think you should have) a

**BUSINESS PLAN?**

How many of you feel  
planning your business is a

**CREATIVE ACT?**

# FLUID INTELLIGENCE

- think abstractly and solve problems
- focus/attention
- processing speed
- working memory: temporarily retain info to reason and make quick decisions
- executive function - plan, organize, and accomplish goals

Today, 2018

Trending, 2022

Declining, 2022

- Analytical thinking and innovation
- Complex problem-solving
- Critical thinking and analysis
- Active learning and learning strategies
- Creativity, originality and initiative
- Attention to detail, trustworthiness
- Emotional intelligence
- Reasoning, problem-solving and ideation
- Leadership and social influence
- Coordination and time management

- Analytical thinking and innovation

- Active learning and learning strategies

- Creativity, originality and initiative

- Technology design and programming

- Critical thinking and analysis

- Complex problem-solving

- Leadership and social influence

- Emotional intelligence

- Reasoning, problem-solving and ideation

- Systems analysis and evaluation

- Manual dexterity, endurance and precision
- Memory, verbal, auditory and spatial abilities
- Management of financial, material resources
- Technology installation and maintenance
- Reading, writing, math and active listening
- Management of personnel
- Quality control and safety awareness
- Coordination and time management
- Visual, auditory and speech abilities
- Technology use, monitoring and control

# Top 10 skills

## in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

## in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Source: Future of Jobs Report, World Economic Forum

tl;dr

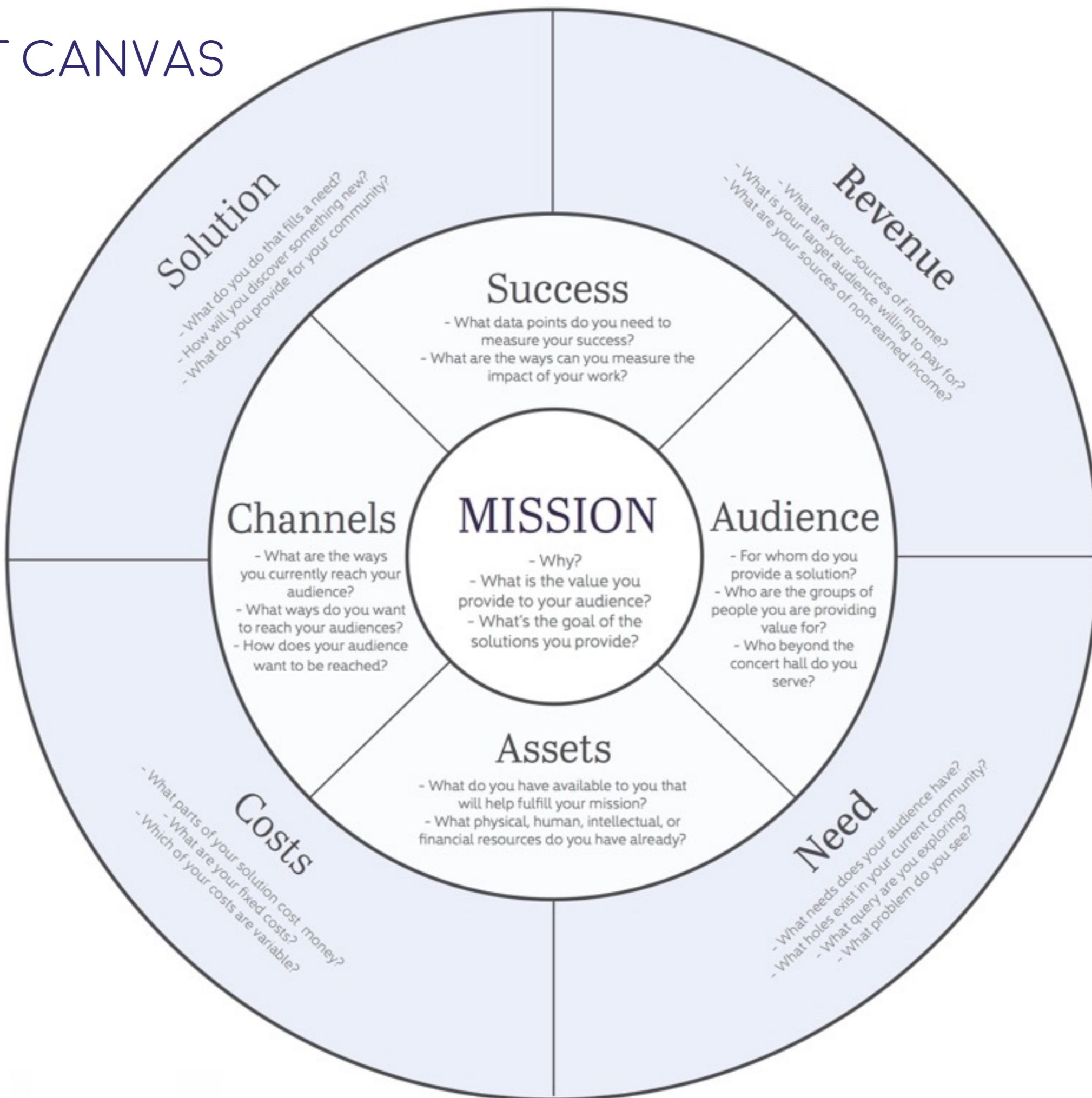
Trained musicians have the skills  
necessary to be

**COMPETITIVE**

in the 2020

**'BUSINESS' WORLD**

# ARTIST CANVAS





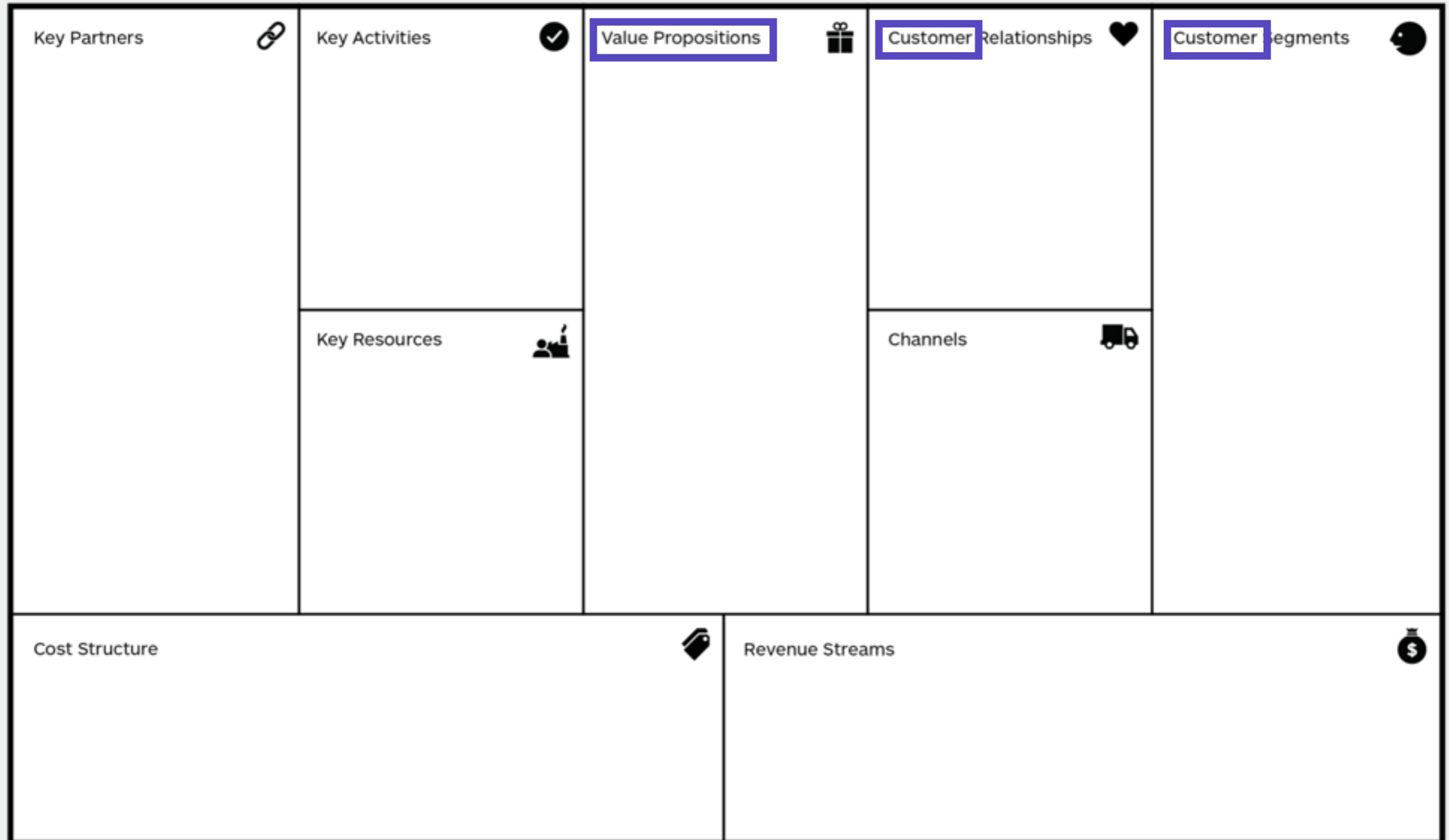
# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

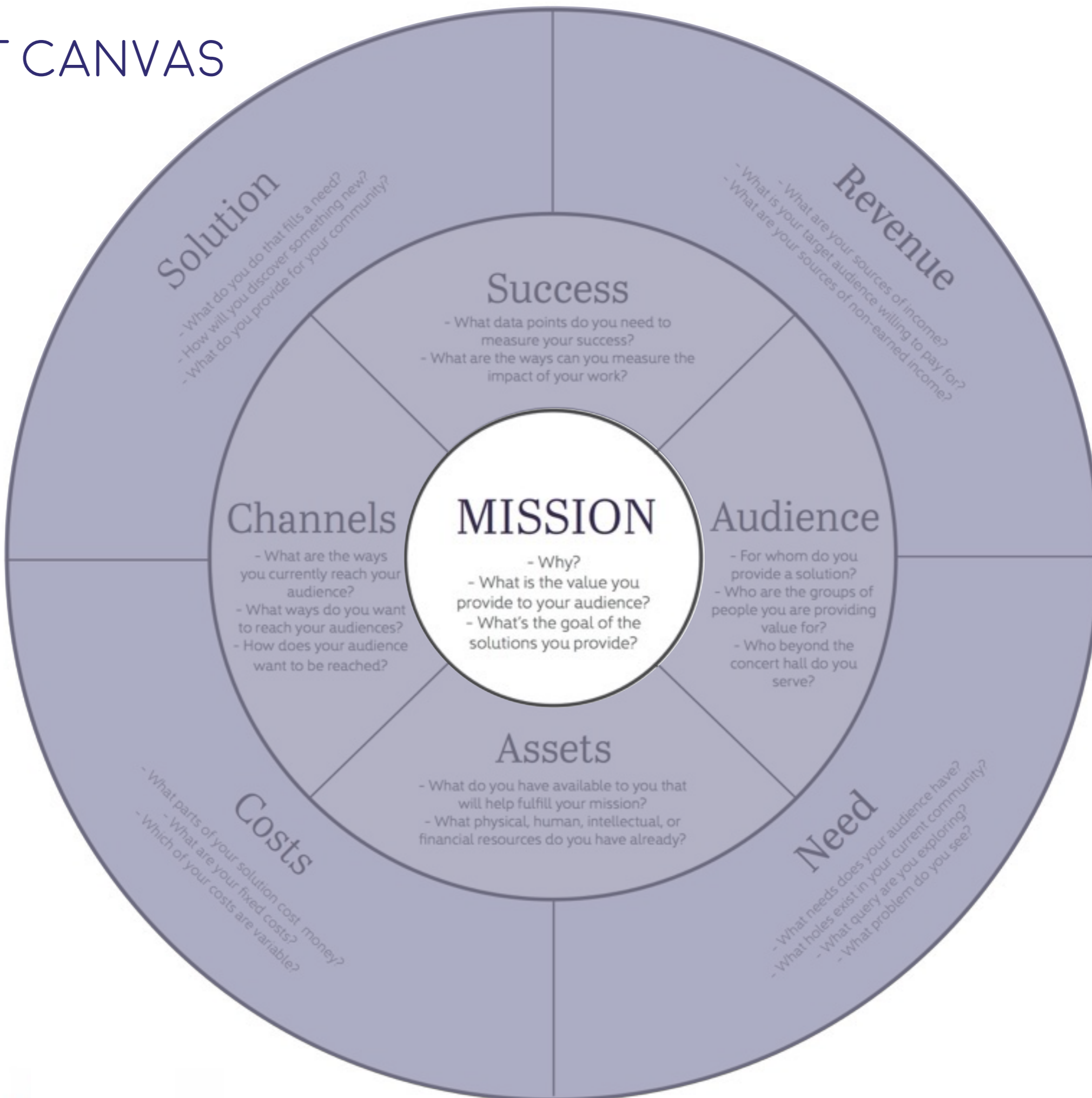


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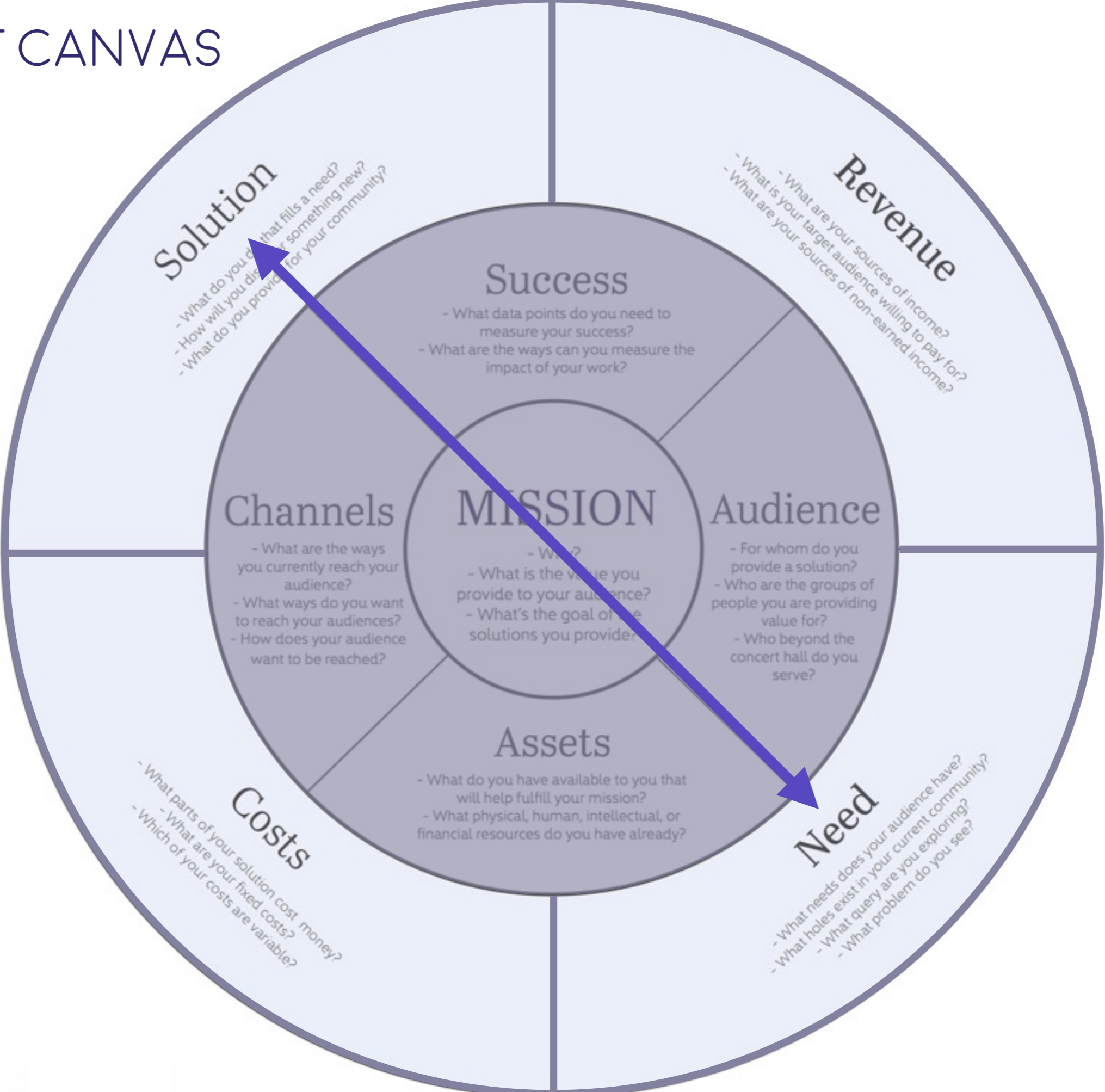
DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

 **Strategyzer**  
strategyzer.com

# ARTIST CANVAS



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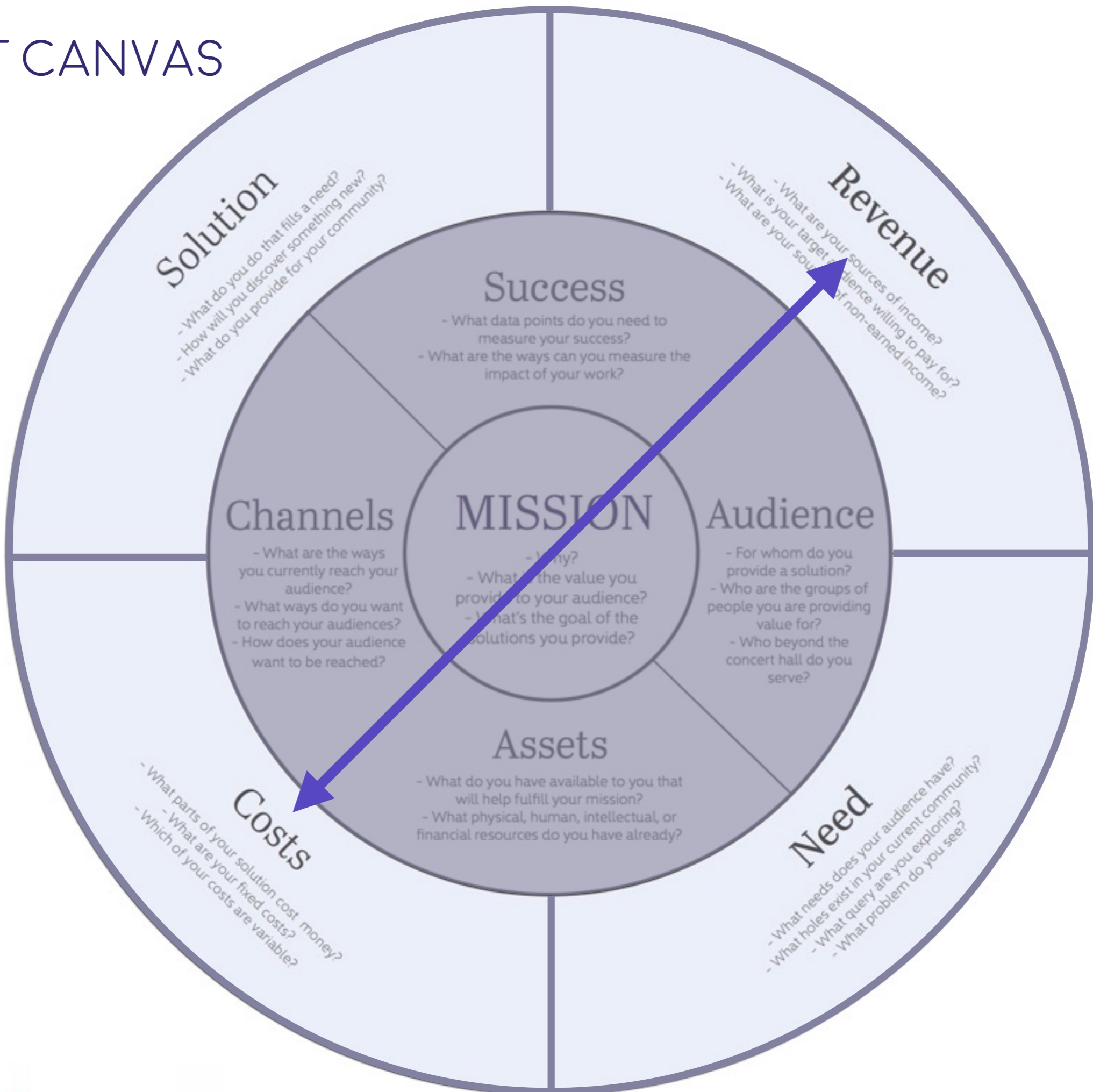
# NEED

- understanding your landscape
- learning community need
- knowing your competitors (direct & indirect)
- this can help you determine your differentiation

# SOLUTION

- how do you solve a problem?
- what do you do that provides value to your community?
- what makes your services unique?

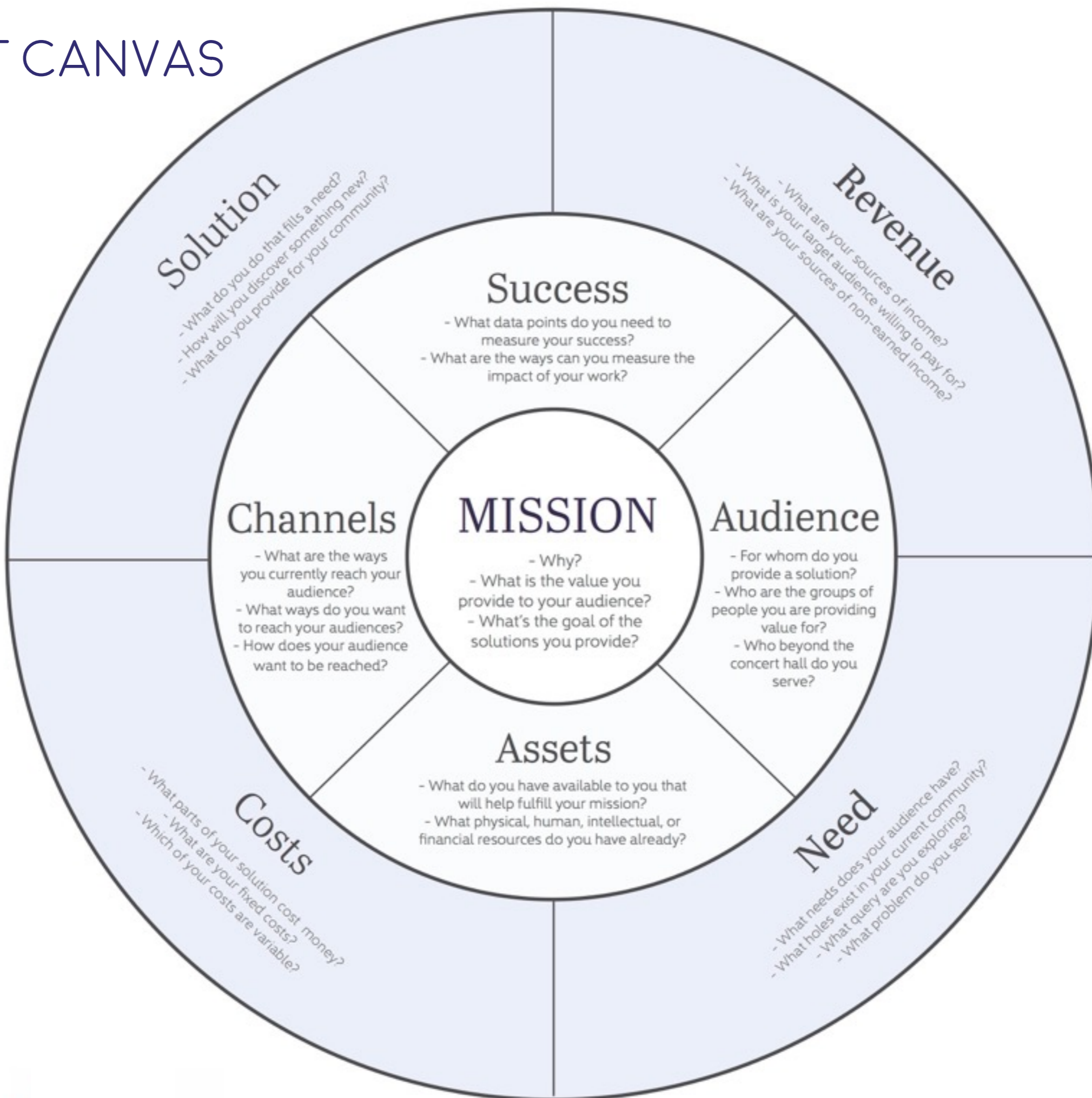
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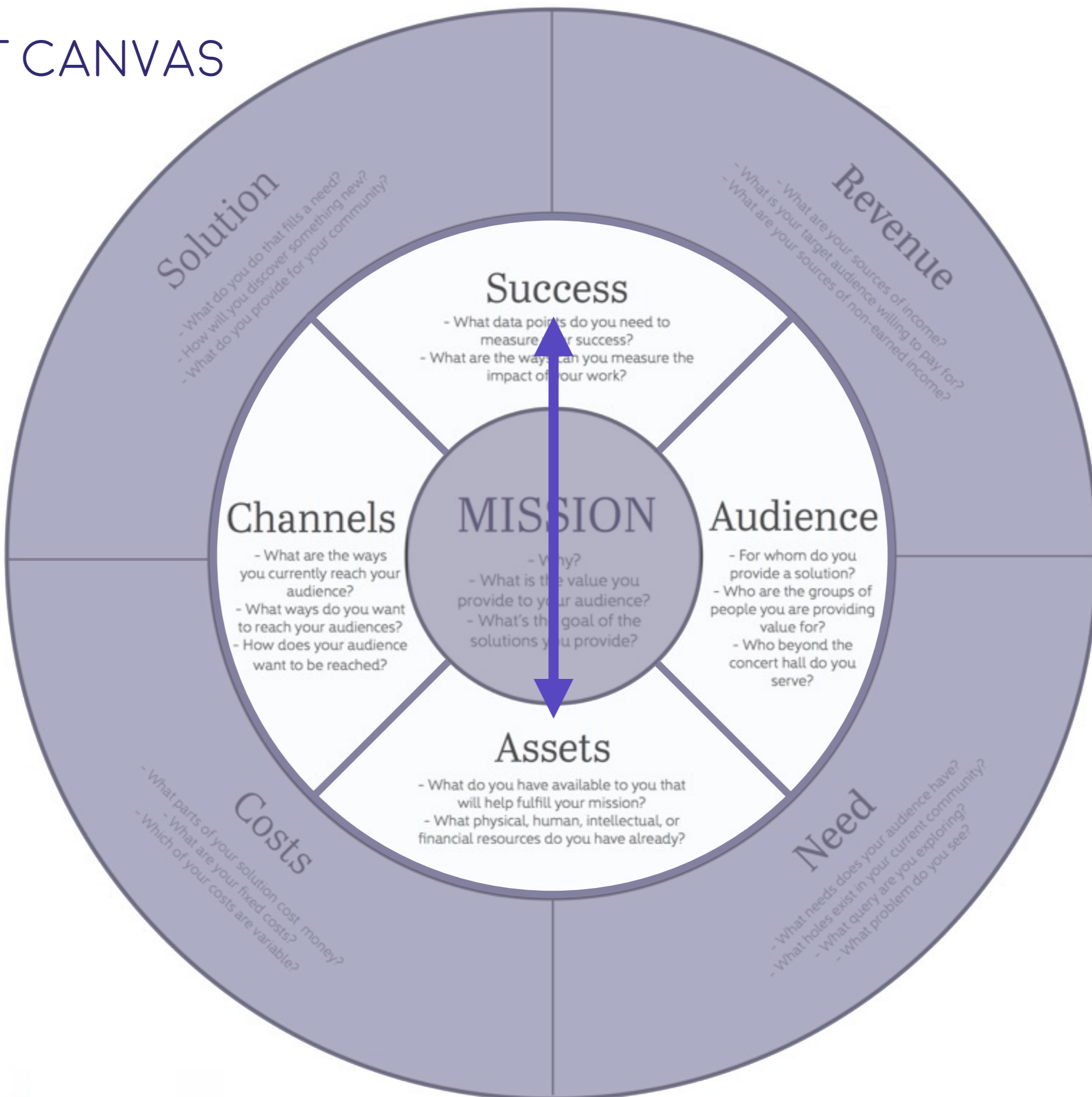
# COST | REVENUE

- We all know this too well....
- Two sides of a budget sheet
- What requires you to spend?
- Where are your points of earned or contributed income?
- Do they have a healthy balance?

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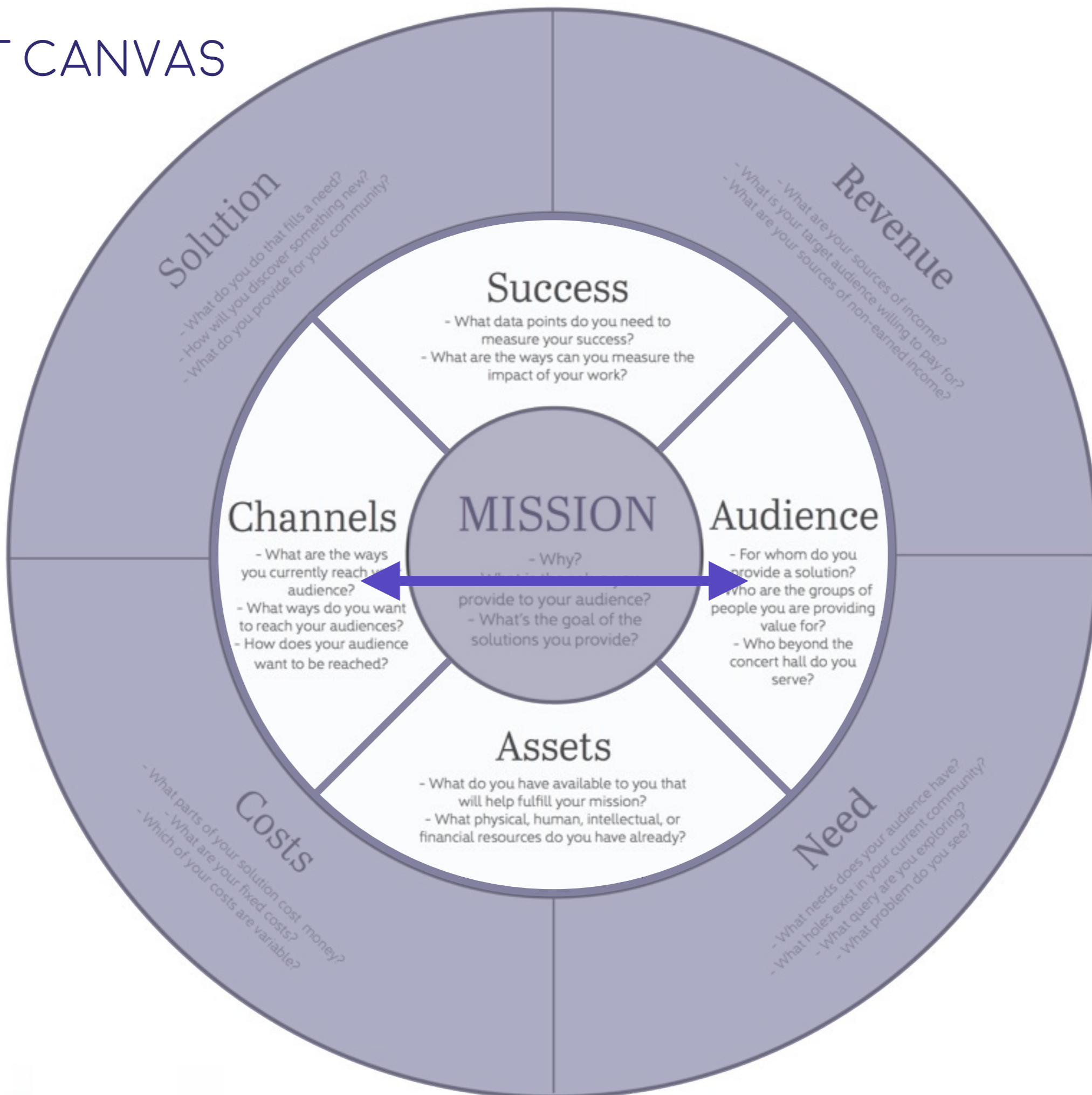




# ASSETS | SUCCESS

- What do you have going for you?
- What resources do you have on your side?
- what are your **SMART** metrics for success?
  - ★ **S**pecific
  - ★ **M**easurable
  - ★ **A**chievable
  - ★ **R**elevant
  - ★ **T**ime-bound

# ARTIST CANVAS



# AUDIENCE | CHANNELS

- who **exactly** are you serving?
  - listed in segments
- who do you **want** to be serving (ie, you don't yet)?
- how do you **currently** reach them?
  - list of specific ways
- how do they **want** to be reached?
  - this can be informed by the 'Need' section

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**+ WORK > ARTIST CANVAS**