

Building a business plan - deploying assets to meet need



CHANGE CREATION



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Getting started...

- This tool is to bring together your thinking and work on **needs analysis** and **deploying assets**.
- It also offers an opportunity for you to check your ideas against your immediate goals. Your customers will have many needs and you will have lots of ideas as to what you could do to meet them – but not all of these will help you navigate the challenging operating environment ‘as a business’.



A tool to help you deploy your assets to meet the needs of your audience

- Using the needs analysis tool, list the needs you have identified for each group, one in each row.
- Note down the key ways you expect to meet those needs. Think first about your existing offer – can it still be delivered as is, or with some simple modifications?
- Refer back to your asset mapping notes – could you use any different assets instead or as well to meet the needs you've identified?
- Define which assets you'll need to use – or what you need to acquire.
- Finally check back in with your priority goals – to what extent will meeting these needs in this way help you achieve your goals?



Needs we've identified	How we might meet them	Assets we'll use	This will help us achieve...

EXAMPLE - an imaginary theatre, thinking about our Christmas season offer

Needs we've identified	How we might meet them	Assets we'll use	This will help us achieve...
<p>SCHOOLS</p> <p>Want an offer that is suitable for children to enjoy at home or from school.</p> <p>Low demands on school for organisation</p> <p>Fun, celebratory</p>	<p>Travelling Xmas light show/installation mid Nov to end Jan</p> <p>Streamed singalong with Panto regulars final week of term featuring shout outs</p>	<p>Vans (secure commercial van hire partner for scale?)</p> <p>Tech equipment</p> <p>AD & freelance artist(s)</p> <p>'Alumni' network of actors</p>	<p>Continue connection/loyalty at this point in year</p> <p>Be part of local community</p> <p>Viable revenue model</p>
<p>FAMILIES</p> <p>As above. Intergenerational moment – suitable for all ages. Sense of 'event'</p>	<p>As above</p> <p>Supplement with 'extra treats' eg F&B, merchandise (delivered to homes)</p>	<p>Partnership with F&B suppliers & their distribution network</p> <p>Spare t-shirt stock & branded bags</p>	<p>Viable revenue model</p>

More tools and resources available at
www.changecreation.org
www.peoplemakeitwork.com

