



# THE ART OF IT

CONSULTANCY

**Brand Building**

# THE ART OF IT

## CONSULTANCY

### Understanding your audience

#### Who is your ideal client?

A proactive school KS2 - KS4, with great leadership and the willingness to embed new technology into the arts curriculum.

#### What do you know about them?

They see the benefit of bringing artists/practitioners into school to assist in the CPD of their teaching staff, the opportunity to raise the creative profile and who have lots of children who a creative approach would engage them.

#### Where are they hanging out online?

Instagram, LinkedIn, TikTok, Twitter, YouTube

#### What other businesses are they buying from?

Trusted business models, with great testimonials from schools that can advocate for the business.

#### What is important to your clients?

Trust, delivery of projects, outcomes.

#### What are their fears & frustrations?

The need to ensure their pupils are getting a varied and wide education experience.

## Your brand mission and vision

What is your VISION for your business? Linking to SDG4

Our VISION is to help increase the perceived value of the creative industries for young people. We will provide an awakening, an interaction and access to the relevant skills to succeed in the future creative thinking environments. **Space to think, to dream to succeed.**

Describe your brand:

**Trusted - empowering - transformative**

## Crafting your offer

What do you do?

Provide interesting 8 week workshops, on a variety of subjects with creativity at its heart.

What problem does your offer solve for your client?

We are able to help the existing teaching staff refresh their knowledge through CPD program, and assist in offering arts led blocks of taught time.

Describe the situation they are in BEFORE they buy from you?

Art curriculum has dropped since the pandemic, and financial pressures mean that some practices have stopped. The artist led workshops can bring together a lot of skills that can complement the rest of the curriculum.

What is their outcome AFTER they use your product/service?

They are empowered to use new technology or new thinking with the pupils. They have transformed the ethos of the stakeholders at the school through the professional input to the team.

What do you LOVE about what you offer?

Supporting staff, bringing creative thinking to children who don't think they are creative, empowering and transforming pupil, school and teachers' opinions on a creative approach

What about what you offer do you not like to do?

Proving that the service is needed at the pricing point.

What could you do more of?

networking with head teachers and organisation who can back the programm

List your products/services and explain the value it creates?

- 8 week in person workshop
- online materials and resources
- CPD development
- Pupil achievement
- pupil engagement in education that they might not have had before.

How do you want people to feel the first time they encounter your business?

Successful!!! empowered to continue the new approach to creative pedagogy.  
trusted partner for other artist led workshops.

# **THE ART OF IT**

## **CONSULTANCY**



**Brand Building**