

# Build your resilience; secure your future

The Audience Agency can help you build your resilience by maximising opportunities and bringing new perspectives to how you work. Practically, this means finding ways to grow revenue, diversify funding streams, increase your reach and relevance to audiences and create a clear road map for change.

## We can help you to:

- **Diagnose your level of resilience:** Identify challenges as well as measure success.
- **Design a resilience strategy:** Optimise your model and reduce risks through the smart application of insight and market intelligence.
- **Respond to opportunities:** Recognise new things you can do and new people you can reach.
- **Implement change:** Transform your strategy, governance, business plans, people, processes and the value you bring your community.
- **Build capacity:** Provide hands-on support, mentoring and tools to allow you to continue to innovate, change and focus your strategy.

# Services

## 1. Understanding resilience workshop: from £500 per organisation

An introductory workshop for senior decision makers designed for groups of 2 - 6 organisations. Together, participants explore the concepts of resilience and scenarios from the wider creative, third and public sectors and internationally. Dates to be arranged to suit participating organisations.

## 2. Resilience audit: from £1,250

A review of your organisational resilience - behaviours, systems, processes, organisational culture and performance versus benchmarks.

## 3. Innovation workshop for senior teams: from £900

Full facilitated workshop exploring either (a) **External Opportunities**, including trends, consumer changes and organisational needs, or (b) **Internal Assets and Capabilities**, covering better exploiting brand, knowledge, skills, data, content, physical assets, rights and more.

## 4. Strategy and planning

Through workshops, one-on-one interviews and collaborative drafting we can work with you to develop new strategies, new business plans or specific funding or project proposals. This can include enterprise development, experience design or alternative sources of funding, revenues from outside grant aid for culture and more.

## 5. Impact monitoring and evaluation

Monitor the impact of your strategies through our standard programmes or something tailored to your organisational needs. We can help you build an evaluation framework for you to apply or conduct elements for you.

For more information on our resilience offer and credentials  
email [hello@theaudienceagency.org](mailto:hello@theaudienceagency.org) or call us on **0207 407 4625**