

# Unfreeze: questions for your organisation

*Use these prompts in a group to increase the number and scope of ideas you can generate*

## What are our Strategic Aims

- What are the strategic drivers of our audience strategy: money, relevance, social impact, reputation, artistic freedom? ...?
- Where are audiences/ our community in our mission?

## Who are our target audiences?

- Who are our current audiences?
- How do we want them to change?
- Who lives in our community/ area?
- Who is missing?
- What do they think about us?
- Can we provide what they want?
- Who are tomorrow's audiences?

## Assets

- What do we have to offer new audiences?
- What do we have to retain existing ones?
- What aspects of offer could we extend/adapt?
- What assets do we have: skills, relationships, reputation, brand, space...?

## What do we want from ACED

- Develop a specific target audience ?
- Increase loyalty of a key audience?
- Build relationship with a new community?
- Get whole organisation to “think audience”?
- Develop an innovation culture?
- Develop our brand?
- Encourage all our staff to have good ideas?
- Develop staff skills and confidence?
- ??????

## Resources?

- Which staff will need to be involved, how?
- How much budget is available for experimentation?
- How will you need to make the case for budget?
- Where & when will you work?
- How much time will we take?