Business Strategies for the New Normal

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Business Strategies for the New Normal

- The Reality Check
- Creativity
- Diversification
- Strategies
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- The Reality Check
Designing Your Creative Business
Know Yourself - PRIMEFACT
The Business ‘Radar’ - ICEDRIPS
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- Creativity
‘a-Creativity’ and ‘i-Creativity’
How to Generate New Ideas
Creative Business Models
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- Diversification
Ansoff’s Matrix
The COVID-19 Diversification Matrix
COVİD-19 Diversification Matrix

- Current markets, segments and niches
- New markets, segments and niches
- Existing products/services
- New (or adapted) products/services

1. More of the same
2. Product Development
3. Market Development
4. New products/services to New Markets

Digital versions and online channels
Lean Diversification
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- Strategies
Create Your Own Business Formula
Competitive Advantage
Strategic Marketing
COVID-19 Business Strategies: Creativity, Diversification and Transformation
MANAGING AND PIVOTING THE BUSINESS MODEL WORKSHOP

THURSDAY, JUNE 4 AT 3:00PM

Live via Zoom from London with Mr. David Parrish
Creative Industries Speaker - European Commission in Brussels and United Nations in Geneva

ABOUT THE SPEAKER

David has spoken about the Creative Economy and Creative Entrepreneurship Worldwide at the United Nations in Geneva and at the European Commission in Brussels. He works worldwide as a creative industries speaker, specializing in Creative Industries, the Creative Economy, the Orange Economy, and the Digital Economy.

[Image of a group of people with hands in the middle]
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