

# **Business Strategies for the New Normal**

**[www.davidparrish.com](http://www.davidparrish.com)**

# Business Strategies for the New Normal

- The Reality Check
- Creativity
- Diversification
- Strategies

# Business Strategies for the New Normal

## - The Reality Check

# Designing Your Creative Business

# Designing your creative business

**A Toolkit for Creative Entrepreneurs**

By David Parrish

Author of T-Shirts and Suits:

A Guide to the Business of Creativity

# Know Yourself - PRIMEFACT

# The Business 'Radar' - ICEDRIPS

# Business Strategies for the New Normal

- Creativity



# **‘a-Creativity’ and ‘i-Creativity’**

# How to Generate New Ideas

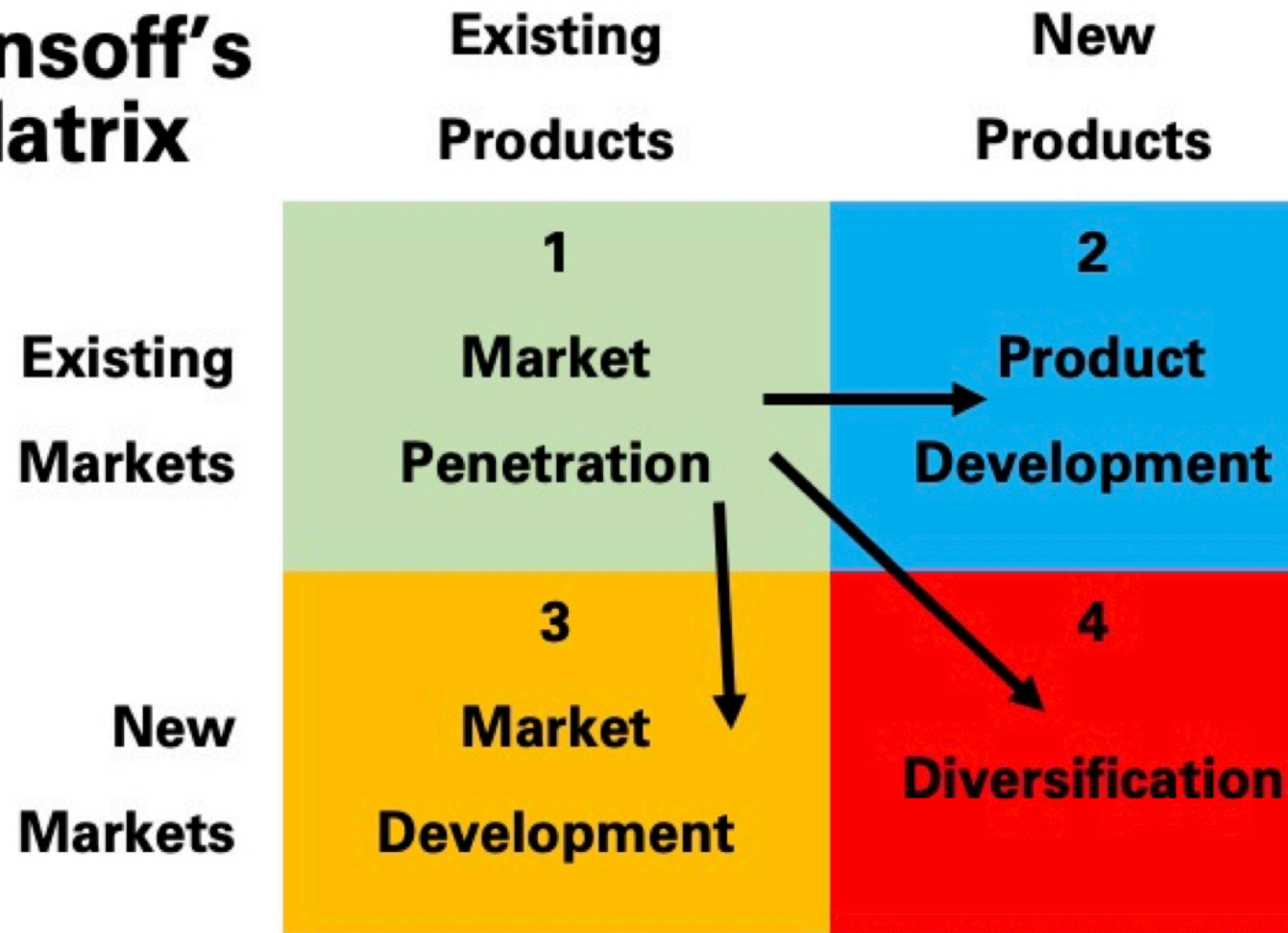
# Creative Business Models

# Business Strategies for the New Normal

- Diversification

# Ansoff's Matrix

# Ansoff's Matrix



# The COVID-19 Diversification Matrix

# COVID-19 Diversification Matrix

Existing  
products  
/services

New  
(or adapted)  
products  
/services

Current  
markets,  
segments  
and niches

1  
More  
of the same

2  
Product  
Development

*Digital  
versions  
and  
online  
channels*

New  
markets,  
segments  
and niches

3  
Market  
Development

4  
New  
products/services  
to New Markets



# Lean Diversification

# Business Strategies for the New Normal

## - Strategies

# Create Your Own Business Formula

# Competitive Advantage

# Strategic Marketing

# Strategic Marketing for Business Success

David  
Parrish

**Chase One Rabbit**





# T-Shirts and Suits

## A Guide to the Business of Creativity

David Parrish

Foreword by Shaun Woodward MP  
Minister for Creative Industries and Tourism

"This common sense, accessible book  
guide to establishing, growing and leading  
It hits all the right buttons in all  
Paul Smith. Arts & Business

A Guide to the Business of Creativity



T-Shirts and Suits

David Parrish

A Guide to the  
Business of Creativity



T-Shirts  
and Suits

David Parrish

A middle-aged man with short, light-colored hair is seated at a wooden table in what appears to be a cafe or office setting. He is wearing a light blue button-down shirt and is looking directly at the camera with a slight smile. He is holding a white sheet of paper in his hands. The background is softly blurred, showing shelves with various items and a warm, indoor lighting.

**Online Video  
Course**

**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.**



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