

PIVOT: NAVIGATING A POST COVID WORLD.

What can
creators do?

Musicians, artists, writers, actors, cultural creators and entrepreneurs have been forced to reassess their strategy when the world was afflicted with COVID

0.8% to 5.5% cultural employment is at risk across the world

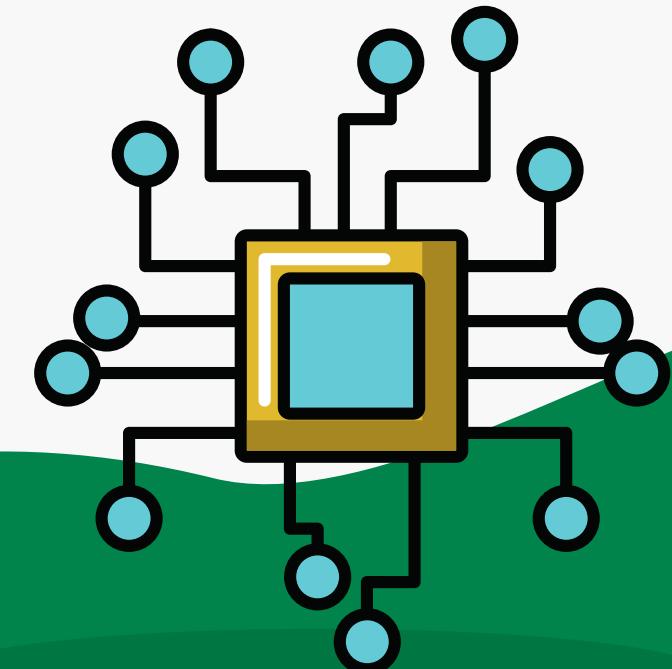
This includes loss of revenues, employment, projects, future roles, income, housing, access to training, shrinkage of supply chain, and a complete overhaul of the way entrepreneurship works in cultural sectors globally.



Creators have had to adapt and evolve

With the world going virtual, cultural creators and entrepreneurs have tried to adapt to a new world. Festivals, events, workshops, meetings, are now virtual and accessible to anybody. How can you, as a creator generate interest and income sustainably?

Structural fragility of the cultural ecosystem has been exposed. Entrepreneurs need to become digital, virtual, and relevant by expanding their business or turning to new sources of income.





How do you cope?

Introspect and Evaluate

What is your main product/offering? How can it fit into the current climate? Is there a replacement for your broken or declining supply chain? Can you turn towards a new source of revenue or adapt your existing offering to a digital one?

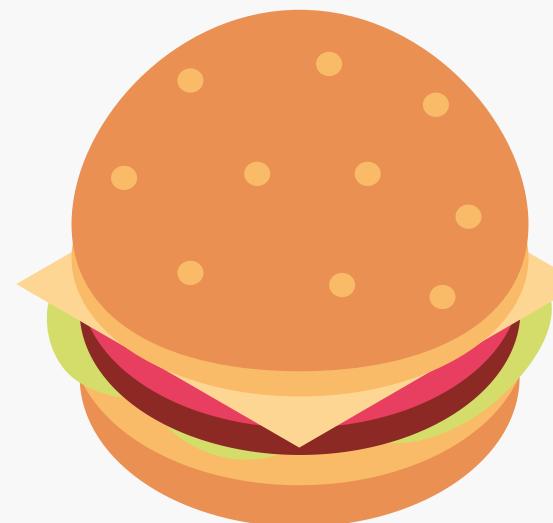
You will have to ask tough questions, introspect, and evaluate your options, thus creating a sustainable plan and framework.



Examples

Food bloggers have started teaching classes or workshops. Writers have offered courses or ebooks.

Artists are holding festivals, private concerts, and events where they charge entry. Fitness influencers have created coaching programs or challenges for consumers. There are several ways to adapt to a digital climate.



Stuck at home, consumers are turning to food bloggers or cooking which offers a new source of revenue for culinary experts



Restrictions on gyms and outdoor exercises meant people turned to virtual coaching which is a great way for fitness influencers or experts to earn money



Bloggers or writers can publish articles, ebooks, teach writing courses or classes to a range of people

Research

It is a really difficult and challenging time. But it is vital that creators learn to PIVOT. They have to turn, adapt, evolve, or remain stuck while the world passes them in a virtual haze.



Journal

Use this space as a journal to write your ideas or thoughts about your work and profession

Question 1: Has your work been affected due to COVID? If yes, how?

Answer 1: _____

Question 2: Have you figured a way to PIVOT? A new form of revenue or source of income that can sustain you?

Answer 2: _____

Question 3: Has it been easy to adapt? How did you manage to PIVOT and was the transition smooth?

Answer 3: _____

Challenges

Creators have innovated rapidly and rose to the challenge created by lack of access, data, internet, and other technological barriers. While free and constantly available content is not sustainable over time, this gives incentive for consumers to try out new services and gain cultural experiences. Creators and cultural entrepreneurs now have to figure the balance between charging a premium and the right way to attract new customers.



Future

Upskill

Creators need to upskill and train themselves to be digitally informed and understand new technologies and mediums.

Support

Virtual services or digital culture can only support culture, not replace it. So creators have to enhance their existing offerings by supportive digital services, not completely replace their culture or art.

Cross Platform

Culture can merge with education, training, health, arts, and other sectors to drive innovation, demand, and supply. It can use culture to inform, educate, and train people across various fields and industries.



THANK YOU!

Do leave a comment or suggestion below if you liked the post. Feel free to share, tweet, and post this material for other creators.

