# Strategic Planning Questionnaire

**From: [ABC Artist Representation Firm] To: [XYZ Artist]**

Date: [Date here]

1. Please specify all participants’ contact information so that any questions and other issues about the questionnaire can be answered in a timely manner.

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| Name |  | Title |  |
| Phone |  | Fax |  | Email |  |
| Address |  |

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| --- | --- | --- | --- |
| Name |  | Title |  |
| Phone |  | Fax |  | Email |  |
| Address |  |

1. Please describe the goals and mission that will be the focus of the strategic planning exercise.

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1. Describe any internal or personal issues that need to be realigned to achieve a strict focus on the goals of the artist. Does the artist have any health or other issues that may need to be addressed in order for the artist to work at peak performance?

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1. Please describe any external issues that must be addressed in order for the artist to achieve the goals and missions that are the focus of the strategic planning session. For instance, is the physical location of the available work accessible to the artist, and can the artist work if travel is necessary?

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1. Identify and discuss the strengths and weaknesses of the artist’s work. Does the focus of the artist’s work need to be adjusted in order to fit into the current market demands?

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1. Is the artist available and willing to create and commit, with the help of the firm, to a continuous learning plan for themselves in order to grow skills and confidence?

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1. Identify and discuss other challenges, whether personal or professional, that exist and must be addressed.

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1. Identify and describe in detail any anticipation of future work.

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1. Is the artist available and skilled enough to create art on demand? For instance, can the artist complete commission work in a timely fashion, and is the artist comfortable working in a public setting?

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