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# **BUSINESS OPPORTUNITIES AND SKILLS DEVELOPMENT FOR ACTORS**

Module I

## **DEVELOPMENT OF ORGANIZATION SKILLS**

Developed by DAH Theatre (Serbia)

The logo for 'Stardust' features the word 'Stardust' in a large, bold, black font. The letters are filled with a pattern of small stars in yellow, pink, and blue. Below the word is the tagline 'Performing Arts Entrepreneurs' in a smaller, bold, black font. The entire logo is set against a background of several blue swooshing lines and scattered stars in yellow, pink, and blue.

**Stardust**  
Performing Arts Entrepreneurs

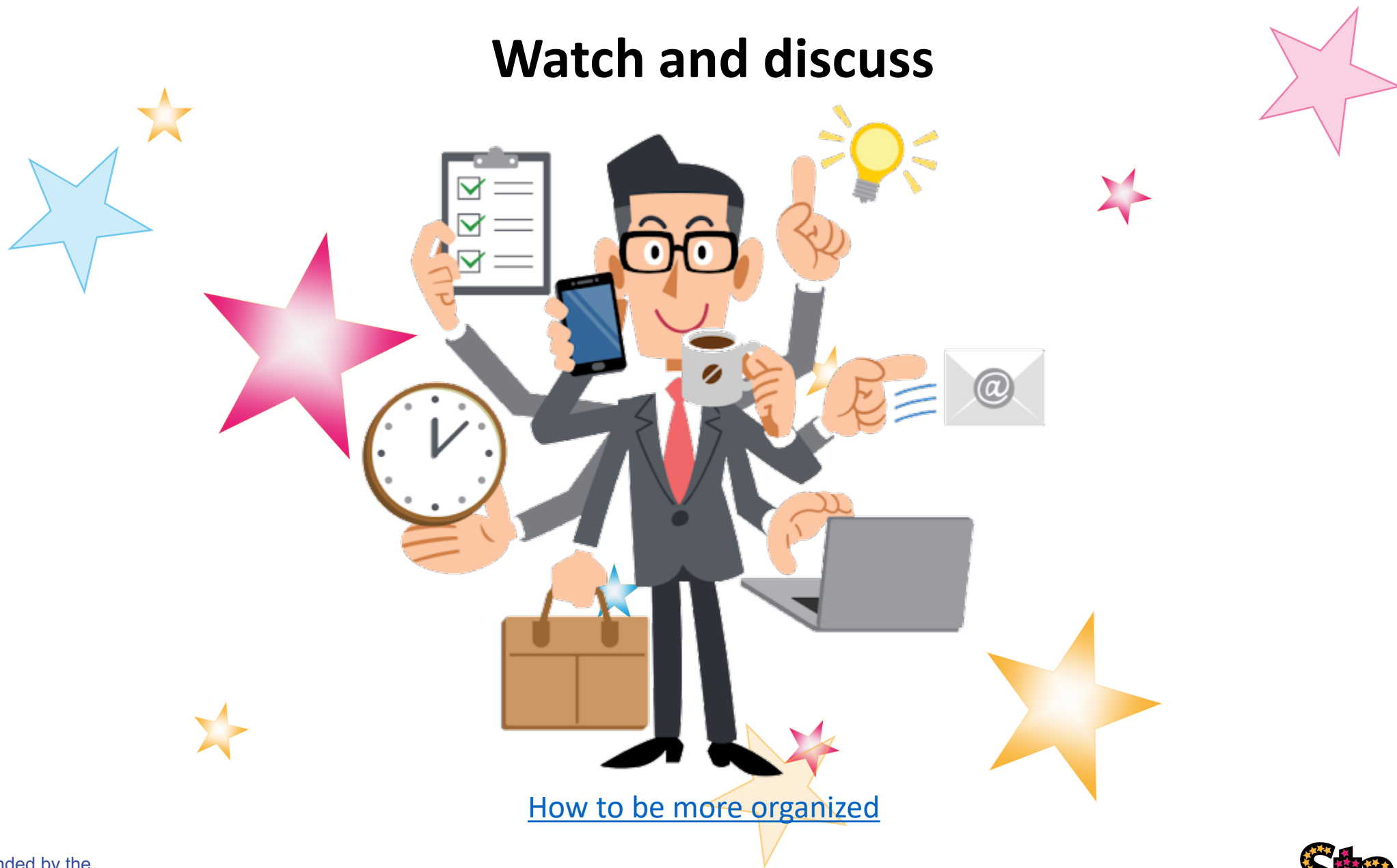


## Development of organization skills

The main purpose of this module is to point out the importance of organization in theatre, but also to point out of self-organization importance and planning. The main goal is to arrange thoughts, time, energy, resources available and tasks in a structured way to efficiently accomplish goals. To be successful in any work, it is necessary for an individual to know how to meet targets, to work independently, to prioritize and plan.



# Watch and discuss



[How to be more organized](#)



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# Key-concepts

## ORGANIZATION

Organization as a skill is old as theatre.  
Organization needs to provide artists resources of the realization of the play.  
Theories of organization can be divided into classical or neoclassical.

## THEORIES

Classical theories of organization focus on productivity and goals, bureaucracy, and strict hierarchy in the organization.  
The classical theories of organization are focused on meeting the needs of employers.  
Neoclassical theories of organization deal more with people's motivation rather than tasks.



# Key-concepts

## MANAGEMENT FUNCTION

If an organization needs help to secure resources, management give us direction, mission, and vision.

Function of management are:

Planning

Organization

Control

Leadership

Evaluation


## GOALS

During the project, artist needs to know what they are doing, what are the objectives of the projects.

Organization is a skill. Management is the science.

Every artist during the project must know the goals of the production/project.





*In which way theories  
of organization helps  
you improving your  
skills?*

Without a plan, a goal is only a wish.

Improving analysis skills

Rationalizations of budget

Definition of priorities

Setting the deadlines

Time management

Decision making

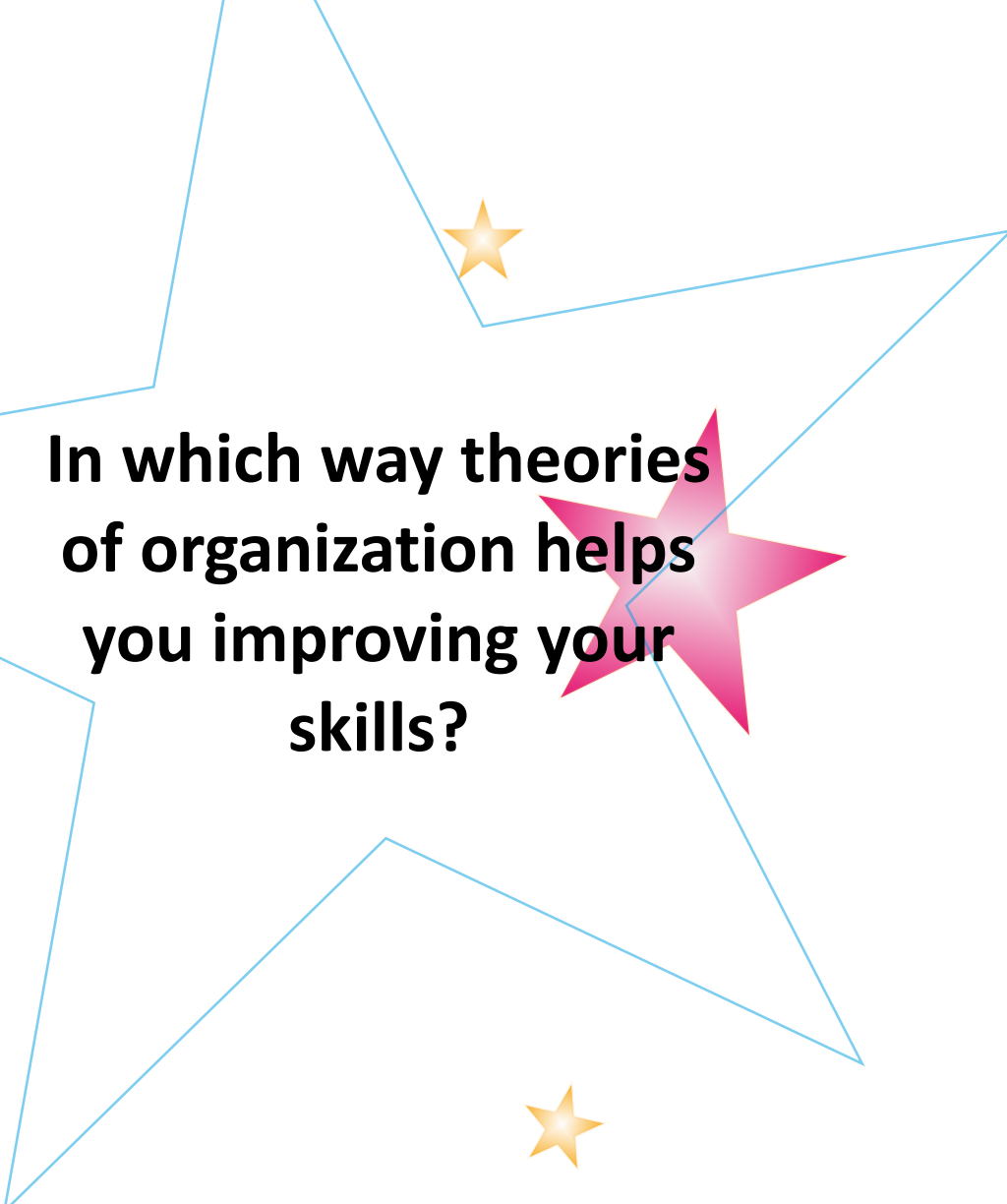
Development and design of organization

Better research of social environment that impact on organization

Better analysis of strengths, threats, opportunities and weaknesses

Human recourses





## In which way theories of organization helps you improving your skills?

### **Write down the goals of your art organization.**

If you set goals, you will be able to better define the mission of your organization.


### **Goals should be realistic.**

Artists invent ideas while the organization helps them to realize them.

The program policy reflects the goals of the organization. With program policy, the project is presented to the public.

Modern approaches of organization creates better atmosphere in the team and they are more efficient.

Decision making process in agile management support the flexibility and adjustment to the situation or issue.



## In which way theories of organization helps you improving your skills?

Make a long-term and short-term plan of your project.  
Write the statutes of organization and set up the target group.

Finding the job systematization.

Consider the position of the organization in your community.

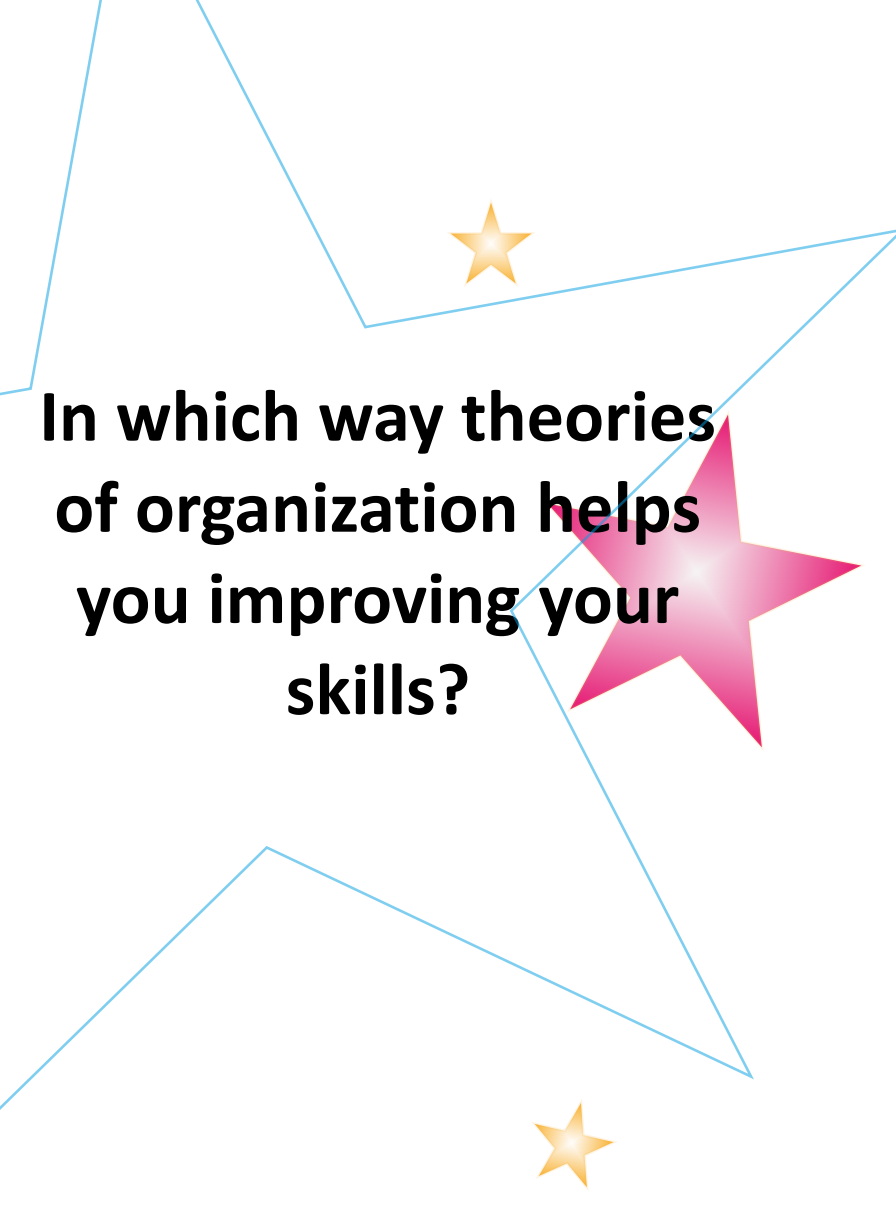
Possibilities for better problem solving.

Technical rider contains all technical elements for the realization of the projects.

Using soft skills communication is the best way to establish good relationships with the team.

Always have in mind your strengths and transform your threats to opportunities.





**In which way theories  
of organization helps  
you improving your  
skills?**

**Organization and personal development**

Write the structure of one of your working days in an art organization.

Set up activities.

The next day look at the outcoming of the plan.

Make a project plan based on your activities.

The knowledge in the field of organization improves the work on project.

The organization allows artists to now where are they are going.

Good time management and planning reduces risks.

Use of digital competences in project realization.

# The Role of Arts Management in ★ Modern World

The Role of Arts Management in Modern World

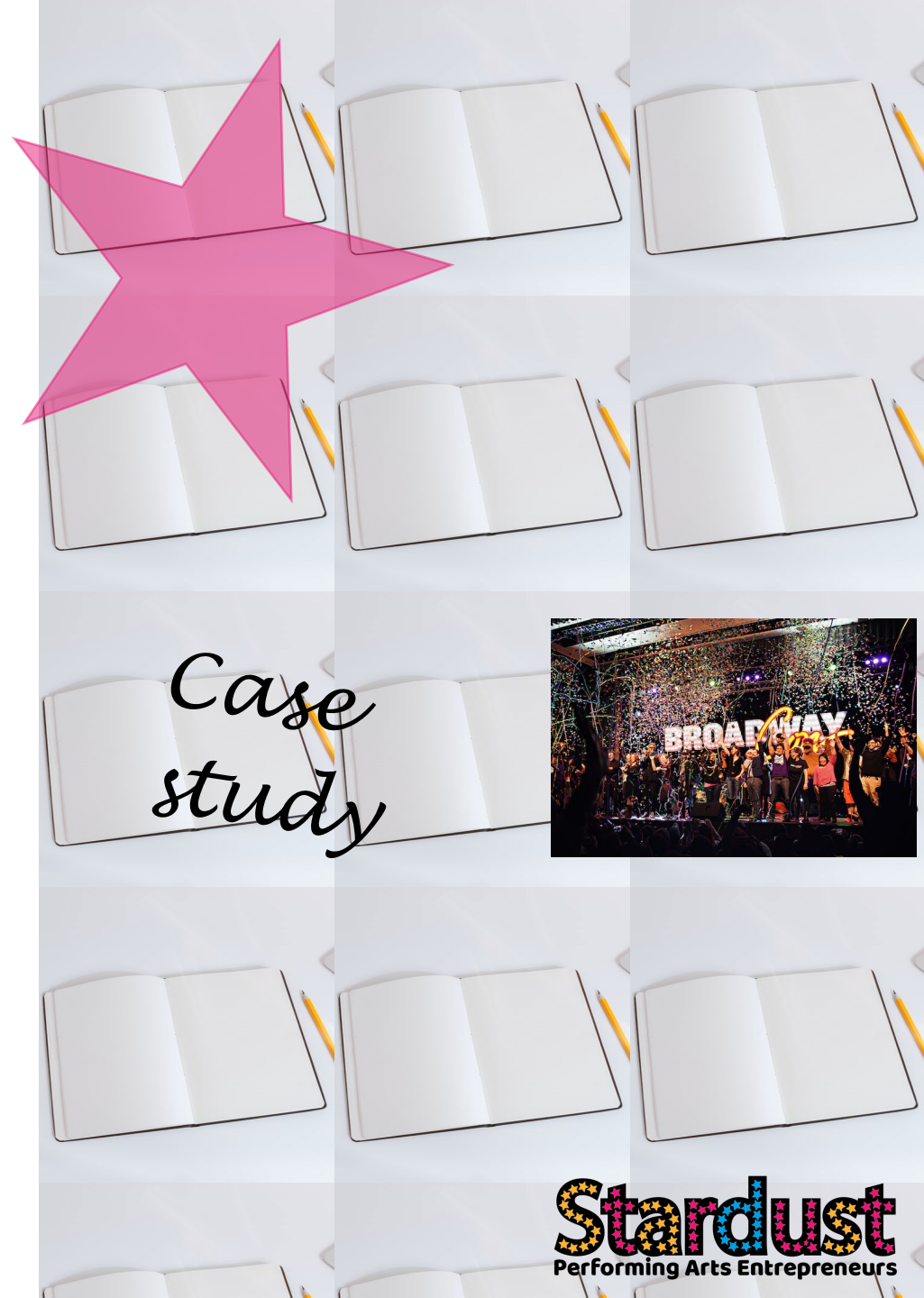
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Abstract

The presented article aims to show new approaches in the arts management. Also here are given those circumstances that make impact on arts organizations, why arts management was allocated as separate discipline?! The article defines the most important role of arts management in modern art world, skills which arts managers have to use and its difficult everyday work. Before you develop and organize to execute your plans, you need to assess the larger issues facing the arts organization. It is necessary to analyze the potential impact of key environments that any business must consider when trying to realize its mission. Here will be reviewed the sources for information that can assist the arts manager in his quest for knowledge.

<https://eujournal.org/index.php/esj/article/view/8622>



Case  
study



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## Activities

- Determine the mission of your project
- Make a realization plan, from rehearsals to the premiere
- Make a plan of technical realization
- Make a budget
- Make a marketing promotion plan



## ★ Benefit

Project writing skills for better possibilities of applying for grants to various foundations and donors.

Management of projects in stressful situations.

Positioning organization on the local culture map.

Recognize the possibilities of the project.

Know the environment in which theatre is working.

Improving your organizational and communication skills helps you increasing relationship with stakeholders and donors.

Development of organization management in crisis circumstances.

# Action plan

## Do not forget the goals



### STEP 1

Brainstorm ideas, and choose topic

Identify your challenges and write them down

Create realization plan.

Research the skills needed to be improved

### STEP 2

Write down all you need to realize your project.

Do the SWOT analysis.

List the steps to reach each goal, prioritize the tasks, and create a schedule for them.

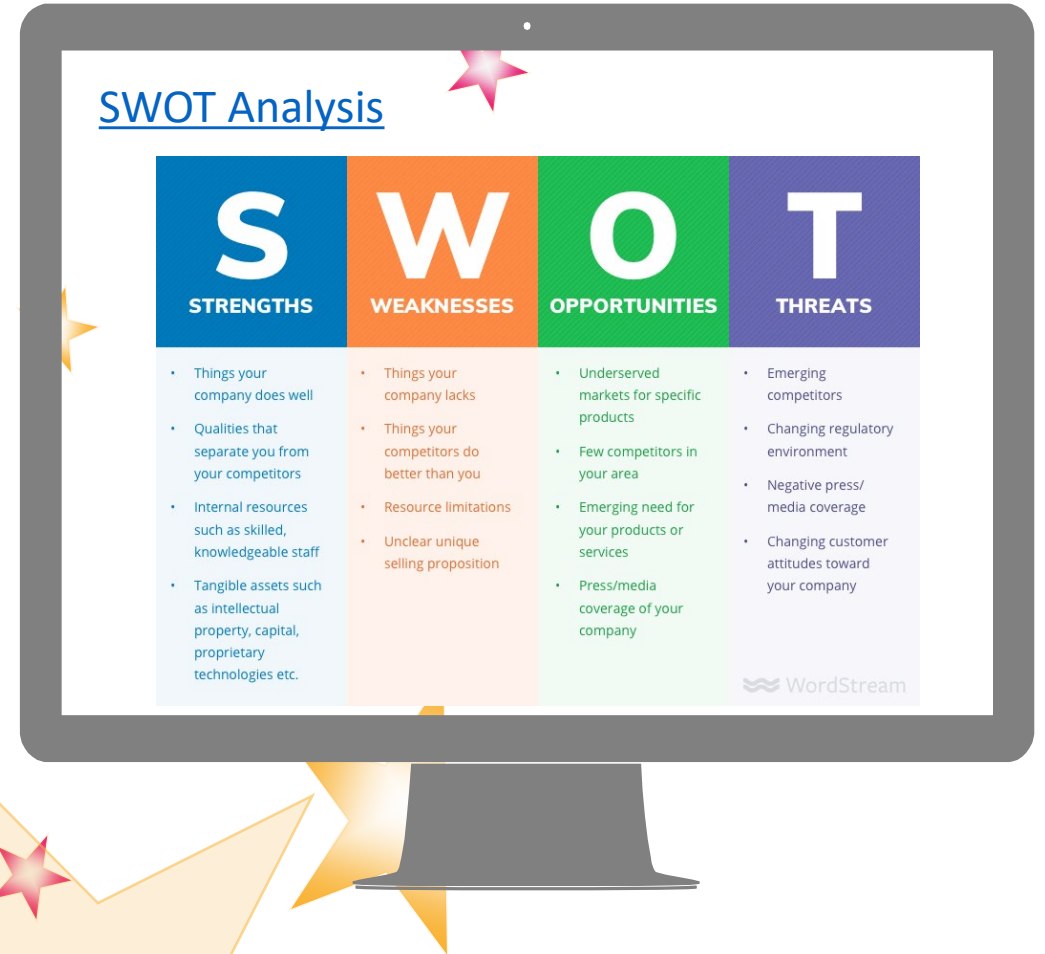
### STEP 3

Use SMART analysis: specific, measurable, attainable, relevant and time bound.

Think what are the best promoting channels of your project and plan them in advance.

GO ahead!

# Further reading



# References

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