

Surviving
and
Thriving
in
Turbulent Times

Presented by Miriam Works
Works Consulting
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for

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Art at Work

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*I used imagination to accomplish things other people assured me were impossible.
James Washington Jr., Sculptor, Painter*

- Widespread business closures! Foreclosures skyrocket!
- Complete collapse of the US banking system. Many large banks fail!
- Huge slumps in manufacturing and agriculture! Unemployment reaches new heights!
- The end of one of America's largest economic expansions ever!

Reasons for the Panic of 1819 are still debated...

We are clearly experiencing turbulent times, like....1797, 1807, 1819, 1837, 1857, 1870's, 1890's, 1907, 1926, 1929, 1945, 1953, 1960, 1969, 1973, 1981, 1991 and 2001

- 1797: Prices rose by 36% in England.
- 1807: The US shipping industry was devastated. Widespread job losses were the result.
- 1873: The largest bank in the US failed and a speculative bubble burst.
- 1918-1921: Returning WWI troops needed jobs. The need to produce war related products ended. With high labor supply and low production demand, thousands become unemployed and consumption plummets. It happens again in 1945 and 1953.
- 1970's: The recession ultimately resulted in lower speed limits, higher gas prices, higher efficiency appliances, cars and heating systems, and gave a boost to America's environmental movement.

At every time, human beings like us have choices

- Fear of the unknown or trust in their own abilities
- Blaming the system or doing what they could
- Working (and playing) together or becoming isolated and cranky

Our current recession presents artists with unique challenges to survival.

There is increased pressure from:

- The need to stand out in the crowd
- Customer service expectations
- Requirement for higher levels of technical competence
- Perception of art as a luxury
- Higher costs of doing business
- Lots of artists!

What are your challenges?

What does growing your career in turbulent times require?

1. Hard Work

Commit to working hard and learning from experience-- especially from mistakes.

If you have great talents, industry will improve them; if you have but moderate abilities, industry will supply their deficiency.
Sir Joshua Reynolds, Painter

2. Time Management

Consider how much money and time to devote to your business. Determine the best ways to spend them.

Creativity by itself isn't enough. Creativity and determination together allow creativity to be fully realized. It's important to have childlike and playful qualities, but also a high degree of responsibility and discipline.
Michael Arth, Painter, Architect

3. Relationship Building

Thank people who help you and expect to help others.

Follow up on tips and contacts. Return calls and e-mails.

15% of time on relationships = competence. 50% = success

Make friends in your community whoever it may be--your dentist, the garbage collector.
Rich Beyer, Sculptor, Public artist

4. Research

Become familiar with where you want to be.

Nothing is a waste of time if you use the experience wisely. *Auguste Rodin, Sculptor*

5. Self Confidence (Real or Pretend) and a Thick Skin

We are what we imagine ourselves to be. *Kurt Vonnegut, Writer*

Strategies to consider:

1. A reset of mind set.

How can I be of service in the world?

2. Setting specific goals.

Hard times are the right times to set ambitious goals.

Bruce Katz, VP, Brookings Institution

Engage in events and opportunities that meet your goals.

Visualize, but do the hard work, too.

3. Fill your well before you are thirsty.

Network at Home—support, love

Operational Network—get specific tasks done

Strategic Network—smarter than you and where you want to be

George C. Fraser, Author, "Success Runs in Our Race"

4. Be prepared for opportunities.

Good presentation materials: business card, hang tag, postcard, web site

Genuine personal and written approach: Friendly education infused with a focus on mutual benefit

5. Understand what your costs are and what you need them to be.

Do you know what it takes to support your art business?

**Miriam Works teaches and consults on business and marketing skills
for artists and creatively driven organizations.
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