

Creative Industries (ADPA6004)

CAREER ACTION PLAN

Kailyn Nieva Todd-Rosal (2404772)

I acknowledge the use of [AI Tool] [(AI Tool URL)] on [January-February 2026] to [Purpose my work]. I used the prompt(s):

[Help with structure]

[Synonyms for words]

[Check for grammars]

Alan Lakein wrote, "*Planning is bringing the future into the present so that you can do something about it.*" This statement stresses the importance of strategic planning and preparation, that goals are not accomplished by simply dreaming but through structured organization and actions. This aligns with goal-setting theory, emphasising clear, structured objectives will with time, improve performance and motivation (Locke, E.A. and Latham, G.P. 2002).

I have developed this comprehensive Career Action Plan to eventually serve as a step-by-step direction for my career and self-development as a professional actor, musical theatre performer and model. This pathway is relevant to my current education, skills, and aspirations as, it is the area I have been specifically training in and pursuing for the last four years. Since post, I have chosen pathways to keep me learning and growing into performing.

In this Action Plan, I will be evaluating my *Self-Assessment*, highlighting my current skills, training, and experiences. I will reference these through examples and evidence gathered from feedback, roles, masterclasses and assessments. I will also reflect on my weaknesses and areas for developments. Reflective practice is considered essential for professional growth, as it enables individuals to evaluate experiences critically and identify areas for improvement (shon, 1983)

The second section will focus on *Industry Research*, providing an overview of my chosen field, its expectations, and evaluating its risks and challenges. The third section will be addressing my *Career Goals* and *Examining Action* using Implementation Strategies such as the SMARTIE goals, as well as distinguishing possible Barriers & Solutions.

I aim to ensure I assess all angles of my desired career path and make informative decisions to further progress my goals.

Self-Assessment and Current Situation

For post-16 education, I studied at Bath Theatre Academy gaining a *Distinction-Merit, Extended Diploma in Performance and Production Arts*. This gave a foundation for me to build on and pursue further training.

I am now currently studying at the Wales Academy of Voice and Dramatic Arts, completing a two-year BA (Hons) in Musical Theatre. Through this training it has provided me with a broad range of practical and academic skills. Developed; acting, singing, dance, ensemble performance, collaboration, and analytical writing through essays and reflective tasks.

The course is designed to reflect industry expectations and encourages both artistic development and professional discipline.

At present I am in Level Six of the programme, with a primary focus on performance-based modules such as productions and showcases, alongside the completion of final written assessments.

I feel further development is required for me to meet the demands of the industry. I consider my current readiness as emerging, with a solid skill base but a growing awareness of industry standards and understanding the areas that I require continued training and refinement post-graduation.

Key Strengths,

Beyond the main skills that the University has taught me, one significant strength I have extended beyond academia into real-life context is *adaptability*. This has been demonstrated through successfully adjusting to living in a new country, adapting to a new culture, and transitioning into university-level training. Adaptability is an essential attribute within the performing arts industry, where practitioners are frequently required to respond to new environments, rehearsal processes, and creative expectations.

Another strength of mine is *professionalism*. I place strong importance on respect, reliability, and positive working relationships with colleagues and industry professionals, which contributes to building a positive professional reputation and will minimize conflict.

These strengths have been consistently reflected to me in written tutor feedback, evidencing my commitment and professional conduct throughout my training. I also consider singing and acting through song to be my strongest performance skill. My vocal ability allows for me to reveals versatility across different styles and performance contexts, increasing my employability within musical theatre and related performance work. These strengths will position me well for progression into professional practice post-graduation.

Areas of Development,

One significant area for development for me is dance technique. I began university with very limited dance experience, which placed me at a disadvantage compared to my peers. My foundational skills in tap, jazz, and ballet have improved across each level of training; however, tutor feedback and self-reflection displays that I still illustrate inconsistency in technique and difficulty in learning choreography quickly. I recognise that this could directly impact my effectiveness in auditions and ensemble work, where speed and technical ability are essential within musical theatre. Addressing this

weakness will require discipline, regular practice, and continued dance training beyond WAVDA.

Additionally, performance anxiety remains a significant challenge for me. Despite performance training, I still experience anxiety when contributing verbally in class, which has also repeatedly been highlighted in my tutor feedback. This can result in missed opportunities for collaboration and reduced confidence, which I notice could limit my ability to demonstrate my full potential and succeed in professional environments if I do not continue to address this area.

At this stage, I consider myself partially prepared for transition into the professional industry.

My formal training over the last years has provided me with a strong foundation in musical theatre, along with my key strengths such as adaptability, professionalism, vocal versatility, and a strong work ethic. Together, I believe all these qualities do position me well for industry expectations and for moving into continued development opportunities such as a master's or other training.

However, there remain clear areas that I must continue to develop before fully entering professional practice, particularly in dance technique, vocal consistency, and performance confidence in a professional setting.

Acknowledging the limitations allows for me to have realistic goal setting and target my development. With continued training and planning, I am confident that I can strengthen these areas and progress successfully into the next stage of my career.

Industry Research

The Creative Industries, *“are all around us, they can be seen in the clothes we wear, the buildings we work in, the music we listen to, the books we read...”*, (Discover Creative Careers, 2024). The Creative Industry encompasses a wide range of sectors including theatre, film, music, design, fashion, advertising, digital media, and publishing. From the birth of ancient Greek performances to modern day blockbusters, the creative industry is always changing rapidly.

Today, the creative industry contributes significantly to our economic growth and jobs. But it also plays a vital social role. It reflects our cultural values, tells important stories and can influence an entire generation through movements and voices.

Marketing within the creative industry has changed rapidly due to social media and other digital platforms. Social media marketing, particularly through TikTok, Instagram, and YouTube, is now essential for performers to promote themselves and to discover

agents, other creatives and audition opportunities. Productions of many types will use short-form video content like reels and Tik-Tok videos to show behind-the-scenes footage and other insights into their upcoming events or productions to attract younger audiences.

Another key trend is audience engagement through immersive marketing which includes things such as interactive websites, augmented reality posters, and live-streamed previews. Online data means you can market yourself or your brand to your target market and track what response and engagement you get to be more effective. Sustainability and ethical branding are growing priorities for audiences as they are often looking for organizations and companies that show social responsibility and have sustainable practices.

The creative industry offers a wide variety of roles. Some of the key roles in the industry include directors, producers, performers, designers (set, costume, lighting, and sound), editors, marketers, and digital content creators. Technical roles behind the scenes are of course very essential too. Such as stage managers, lighting technicians, and visual effects specialists.

In the industry, there are the major employers such as theatre companies, production studios, media organisations and agencies. But there are also smaller companies to consider. Non-profit arts organisations, festivals, and cultural institutions do also play a major role in employment.

For many professionals working in the arts, they have a varied skill set that can be utilised in front of the camera or in the technical or producing roles. It is important to have a wide skill set and always be learning in the creative industry.

Entry into the creative industry does have multiple pathways available. Of course there are traditional routes including further education, university degrees, and specialist conservatoires. However, apprenticeships and internships are becoming increasingly popular and are a very affordable way into the industry with hands-on learning and are very valuable.

Digital platforms and social media now allow creatives to build portfolios and popularity. You can showcase work through social media, streaming services, and personal websites. There is also growing diversity and inclusion within the creative industry as audiences want to see themselves reflected in all types of creative outlets. While the industry remains very competitive you can see that the growing emphasis on diversity, and the access to social media and a demand for emerging digital skills is creating more access for creatives.

During my training at WAVDA the Industry talks with experienced practitioners highlighted how demanding and competitive the industry really is. I learned that strong

skills, professionalism, and consistent readiness are essential. As Evangeus and Caitlin described in “The toolkit: Consistent Readiness”, being prepared in both a physical and digital state. *Creative Networking* is essential for accessing opportunities, alongside maintaining industry standards of your CV’s and portfolios. Since lockdown, virtual auditions and callbacks have become a permanent and dominant shift in the industry, increasing the speed of the process, while allowing performers to audition wherever they are. Technology and social media also play a significant role, enabling performers worldwide to share their journeys and stay informed about evolving industry expectations.

The creative industry presents several significant risks and challenges, particularly around employment stability. As highlighted by Stephen Perry and Kieran Bailey from Hijinx Theatre during industry talks, securing consistent employment and a steady income is a major concern. Much of the work is contract-based or freelance, meaning roles are often short-term which gives very little job security. This can lead to financial uncertainty and irregular income. This can also affect long-term career planning and your personal wellbeing.

Competition within the industry is another major challenge. According to UK Theatre, the sector is “characterized by high levels of competition among productions, companies, and venues,” making it difficult for emerging creatives to secure opportunities. Funding barriers, geographic limitations, and the need to maintain a strong portfolio further increase pressure. Additionally managing your own physical and mental health while keeping up in your career remains an ongoing challenge within the industry.

Career Goals

SMARTIE Goal

Understanding the importance of setting goals is stated to benefit: Improve performances, discipline, ethical behaviour, positive psychological effects and many more (Suton, 2024). Using a SMARTIE framework that consist of Specific, Measurable, Achievable, Relevant, Time-bound, Inclusive, Equitable will ensure that my goals are pursued with the right steps.

12-Months Goals,

Over the next 12 months, I will maintain a strong audition folder, keeping it updated and ready for any opportunity, and complete all requirements to apply for MA Musical Theatre courses by the end of March 2026, while I aim to build experience through networking. In training, I will continue weekly to maintain good vocals lesson with 90%

attendance to strengthen my technique and stamina, and enrol on dance lessons for Jazz, Tap, Ballet etc. Within six months to improve agility skills and employability. For professional development, I will create a showreel showcasing and screen acting by June 2026 for casting director's access. I aim to engage with the industry through workshops and networking. I aim to maintain physical fitness through gym or home workouts.

Mid-Term Goals (1-3 years)

Over the next 1-3 years, I aim to progress my career, training, professional development and personal growth. In performance, I will secure professional musical theatre employment, book at least 1-3 paid contracts, while continuing to build my resume and industry connections through networking. In training, I will maintain consistent weekly vocal lessons to maintain skills. I want to gain experience behind the creative process by shadowing set designers, connecting creative team over the next two years, this broadens my knowledge of the makings of a production. For professional development, I will expand my industry networking by attending workshops, seeing more shows the next 3 years, opening access to further opportunities. Personally, I want to learn a new language through online or in-person courses within 2-3 years, enhancing employability.

Long-Term Goals (3-5+ years)

Over the next 3-5+ years, I am to establish a strong professional profile and leave a lasting creative legacy. In performance, I will build my reputation as a versatile and reliable performer by updating Spotlight, and CV regularly, and securing consistent feedback across productions or projects within 5+ years, showcasing professionalism and increasing career opportunities. In training, I will continue learning new skills each month, attending classes to enhance employability. For professional development, I will expand into on-camera work, securing presentation, applying to casting platforms, completing self-tape and in-person auditions to diversify my experience. Balancing artistic and financial sustainability by 2030. Personally, I aim to achieve financial stability, create a body of culturally meaningful and inspirational work, and eventually start a theatre company in the Philippines before age 50, celebrating creativity and fostering performance opportunities.

Anticipated Barriers & Solutions

Building a professional and personal brand comes with several challenges. In today's industry online presence can sometimes be valued over actual skills, which can lead to burnout or loss of focus. To manage this, I will carefully filter content. Outdated or low-

quality materials can appear unprofessional, so I will keep consistent produce work, and seek feedback from peers and industry professional.

A lack of professional experience may cause fresh performers to be overlooked, so I will highlight my strengths, experiences clearly. I already feel, networking a tough work and daunting, rejections may affect my confidence, but I will continue my training and continue to engage with the creative community and learn from peers. A massive barrier is financial pressure, such as audition cost and equipment's will be managed through support where possible. Health and skill gaps will be addressed through wellbeing strategies (e.g., podcasts, reading, therapy etc.).

Through reflection and research, I have gained a clear understanding of where I am with my strengths, areas that I need to develop, and the steps I need to transition into the performing arts industry. Being self-aware of potential barriers, including competition, financial pressures, gaps and have strategies to address them.

By doing the Action Plan, it provides a structured roadmap over the next years, for professional development and personal growth. Following this plan will strengthen my employability, guide me to a sustainable and fulfilling career and the wider creative industry.

Action Plan Summary Table

[SMARTIE Goal Table](#)

[SWOT Analysis and Barrier, Risk, and Contingency Plan Table](#)

Reference List:

Discover Creative Careers (2024). *What are the creative industries? - Creative Careers*. [online] discovercreative.careers. Available at:
<https://discovercreative.careers/students-and-parents/what-are-the-creative-industries/>.

Sutton, J. (2024). *The importance, benefits, and value of goal setting*. [online] Positive Psychology. Available at: <https://positivepsychology.com/benefits-goal-setting/>.

[SOLTUKT-State-Of-British-Theatre.pdf](#)

Jonlarussoncoach.com. (2025). *Blocked*. [online] Available at: <https://jonlarussoncoach.com/locke-latham-2002-building-a-practically-useful-theory-of-goal-setting-and-task-motivation-a-35-year-odyssey.html>.

Locke, E.A. and Latham, G.P. (2002) 'Building a practically useful theory of goal setting and task motivation', *American Psychologist*, 57(9), pp. 705-717.

Shon, D.A. (1983) *The Reflective Practitioner: How Professionals Think in Action*. New York: Basic Books

Lakein, A. (2024). *The Socratic Method*. [online] The Socratic Method. Available at: <https://www.socratic-method.com/quote-meanings-interpretations/alan-lakein-planning-is-bringing-the-future-into-the-present-so-that-you-can-do-something-about-it-now> [Accessed 2 Mar. 2026].

Bibliography:

Newsclip — Social News Discovery. (2026). *The Crucial Need for a Comprehensive Plan: Why It Can't Wait* · Newsclip. [online] Available at:

<https://newsclip.com/article/the-crucial-need-for-a-comprehensive-plan-why-it-cant-wait/> [Accessed 3 Feb. 2026].

CREATIVE INDUSTRIES Sector Plan INDUSTRIAL STRATEGY. (n.d.). Available at: https://assets.publishing.service.gov.uk/media/68920e22dc6688ed50878479/industrial_strategy_creative_industries_sector_Plan

Schneider, P. (2024). *Tomorrow comes today - Creative Industries Policy and Evidence Centre*. [online] Creative Industries Policy and Evidence Centre. Available at: https://pec.ac.uk/research_report_entr/tomorrow-comes-today/.

Discover Creative Careers (2024). *What are the creative industries? - Creative Careers*. [online] discovercreative.careers. Available at:

<https://discovercreative.careers/students-and-parents/what-are-the-creative-industries/>.

Creative UK (2025). *Cultural and Creative Industries Stats – Q1 2025 26*. [online] Creative UK. Available at: <https://www.wearecreative.uk/cultural-and-creative-industries-stats-q1-2025-26/>.

Laoyan, S. (2022). *The Importance of Setting Short-term Goals* • Asana. [online] Asana. Available at: <https://asana.com/resources/short-term-goals>.

- OBICI HEALTHCARE FOUNDATION • SMARTIE OBJECTIVES • 1 SMARTIE OBJECTIVES. (n.d.). Available at: <https://obicihcf.org/wp-content/uploads/2024/04/OHF-SMARTIE-Objectives-Guide-2024-25.pdf>.