

ACTION PLAN DRAFT

(this is a very loose draft, outlining the information I intend to include. All information will be presented in an academic manner for submission.)

Introduction

Throughout my action plan I aim to outline my goals and aspirations spanning over the next 12 months for my career in the creative arts industry, during which I will outline my next steps and evaluate how they will ultimately bring me closer towards my overall career goals, using evidence from the industry as it stands to support these steps. Going forward from graduation I aim to take my career down two paths, beginning a career as a multidisciplinary artist, focusing on professional performance in dancing, acting & modelling. And to continue to grow my business as a choreographer, movement director and founder of my company 'Insanity dance'. I expect to outline the steps needed to build upon my foundation as a business owner and how I aim to continue to expand said business, as well as discuss plans of entering the industry as a hireable and skilled professional.

SECTION 1: Personal career steps - outline my goals and how i wish to achieve them, provide detailed descriptions on steps in my career. In this section I will state that i aim to use my business in order to fund these ventures. More detail about finances will then be explained in section 2.

- Once every few months travel to London to train- I will outline the areas of my training i deem important and what i feel needs to be trained further upon graduation. My main goals will be commercial, street styles and working further on my heels training and so i will find examples of classes and their costs in those styles. I will aim to do this once every 3 months to stay on top of my training.
- Find an agent that will represent me in the fields that i wish to pursue- I will be looking for an agent that specialises more so in commercial dance, leaning heavily towards back up dancing and dancing for camera. I would also like an agency that looks for acting roles, choreography & any behind the scenes work. If that requires being signed by more than 1 agency im open to doing so. Ill provide a brief list/table of agencies I'm considering at this time. I would like to be signed by an agency 6 months after graduation.

Business career steps

- Get a professional website created- i will have a website created for Insanity dance that is of a professional standards in order to further promote the dance school. I will show how much this may cost to get developed. I aim to have this website up and running by September 2026.
- Register as a sole trader- i aim to label myself as a freelancer after graduation so that i can pursue all avenues of my creativity. Through this I can acquire financial aid that will go towards not only my business but all endeavours.

- Apply for funding to grow the business- there are grants that i can acquire as a new business owner and community based group that can help me expand Insanity. I will provide official government links to these in my appendices. I will also provide a breakdown of my current outgoing funds for hall hires and how such grants will aid with these expenses.
- Find an accountant- i will outline how an accountant will help with my growth upon graduation, helping with tax returns, business expenses, bills etc. Through this i will also give a breakdown of my living expenses and talk about budgeting going forwards. Potentially present this information in a pie chart or graph of some sorts. I aim to do this immediately upon graduation.
- Gap in market of hip hop training in Cardiff- hip hop and street dance are my niche and currently in Cardiff there is a lack of schools and teachers providing training in these styles for all ages. Upon graduation I plan on capitalising off of this and ensuring that my name is associated with the styles in the area through social media marketing.