

FROM STRATEGY TO ACTION



Use your Crowdbuilder PDF as the record of your strategy.
This sheet helps your team decide how to put it into practice.

Session details

Date: _____
Target Audience: _____
Crowdbuilder PDF saved or shared: ☐
Next team check-in: _____

Action plan

Action	Person responsible	People involved	Deadline

Suggested actions

Check your assumptions

- Speak with people from the selected audience.
- Discuss the proposed experiment with an informal representative.
- Ask a relevant organisation or partner for feedback.

Build internal support

- Share the strategy with colleagues who were not present.
- Collect their questions and additions.
- Confirm internal responsibilities.

Prepare the experiment

- Contact potential partners.
- Contact artists or contributors.
- Define the budget and resources.
- Plan accessibility and communication.
- Confirm the date, place and practical arrangements.

Review and continue

- Review the experiment with the team.
- Gather feedback from the audience and partners.
- Decide whether to continue, adapt or stop.
- Run Crowdbuilder again for another audience.