

Tour Planning at Cirque du Soleil
TheCaseSolutions.com



Tour Planning at Cirque du Soleil

TheCaseSolutions.com

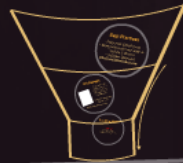
Conclusion

Ethical Dilemmas
 The team decided to...
Social Dilemmas
 The team decided to...
Hiring Dilemmas
 The team decided to...
 Questions?

Plans for the Future

Cultural Hiring Guidelines
 Cirque Lite
 Manage Costs
 Increase Education and Training

Company Reputation



Company Overview

Founded: June 1984 50+ Nationalities
 2,100 employees 25 + Spoken Languages
 500 artists 130 cities visited
 Average Age: 32 100 million spectators

TheCaseSolutions.com

Artist Experience

"I almost **jumped** from a 30-year institution when they told me my starting salary two and a half years ago. It was so low. But they told me, **build the blocks**, put in your time, the **results** will be there. We do 10 shows a week, which is not more than any Broadway production. But it's **more** a **career**. We are paid per show, not per week, so we are **unemployed** for a fourth of the year."

TheCaseSolutions.com

Staff Experience

Employees at Cirque do not want to be managed or monitored. Instead they want to be lead.

Need corporate strategies, without corporate life

- Strategy
- Structure
- Plan
- Process

TheCaseSolutions.com

The Product



Life at HQ

Montreal, Canada

- 100% of the staff is from high schools
- 100% of the staff is from high schools
- 100% of the staff is from high schools
- 100% of the staff is from high schools
- 100% of the staff is from high schools

TheCaseSolutions.com

Touring Life

"We are far from our **own homes**, we are giving our **best** and **our hearts** to our audiences, and to each other, we **learn** **invaluable** **every** **message** **on** **tour**."

Support **home**: Supporting the artists in any way we possible can
Support **home**: That which we cannot control - injuries.

TheCaseSolutions.com

Company Overview

Founded: June 1984

2,100 employees

500 artists

Average Age: 32

50+ Nationalities

25 + Spoken Languages

130 cities visited

100 million spectators

TheCaseSolutions.com



Life at HQ

Montreal, Canada

- 15,250 square foot, 75-foot high training room
- 8,400 square foot Styrofoam room
- 3,860 square foot dance studio
- 3,000 person big top
- Outdoor terrace and entertaining areas
- Cafeteria and vegetable garden



TheCaseSolutions.com



Touring Life

"We are far from our own **homes**, we are giving our **souls** and our **hearts** to our audiences, and to each other; we form **incredibly deep friendships** on tour."

Biggest boost: Supporting the artists in any way we possible can

Biggest damage: That which we cannot control - injuries

TheCaseSolutions.com

Staff Experience

Employees at Cirque do not want to be managed or monitored, instead they want to be lead.

Need corporate strategies, without corporate life

- Strategy
- Mission
- Plan
- Process

TheCaseSolutions.com

Artist Experience

"I almost **jumped from a 10-story building** when they told me my starting salary two and a half years ago, it was so low. But they told me, **build the blocks**, put in your time, the **rewards** will be there. We do 10 shows a week, which is two more than any Broadway house, and it's **sometimes a strain**. We are paid per show, not per week, so we are **unemployed** for a fourth of the year."

TheCaseSolutions.com

The Story of Gonzalo
Munoz

Colombian born and raised, he studied
national music then to become the best
dancer in the world.



Best Practices

- Empower Employees
- Integration of Corporate & Artistic Cultures
- Address Burnout

TheCaseSolutions.com

Challenges



Cultural Needs
Cultural Balance
Cultural Infusion
Hiring Practices
Total Growth

Growing Competition
Bad Reviews

TheCaseSolutions.com