Who Helps You (Kev Partners)

- Who helps you provide Value to others?
- Who supports you in other ways, and how?
- Does anyone supply Key Resources or perform Key Activities on your behalf?
- Could someone do so?

Kev Partners could include:

- · Friends
- · Family members
- Supervisors
- Human resource personnel
- Coworkers
- · Suppliers
- · Professional association members
- Mentors or counselors, etc.

What You Do (Kev Activities)

- List several critical activities you perform at work each day that distinguish your occupation from others.
- Which of these Key Activities does your Value Proposition require?
- Which activities do your Channels and Customer Relationships require?

Consider how your activities may be grouped in the following areas:

- · Making (building, creating, solving, delivering, etc.)
- · Selling (informing, persuading, teaching, etc.)
- · Supporting (administering, calculating, organizing, etc.)

Who You Are/What You Have (Kev Resources)

- What do you get most excited about at work?
- Rank vour preferences: Do you like dealing primarily with 1) people, 2) information/ideas, or 3) physical objects/outdoor work?
- Describe a couple of your abilities (things you do naturally without effort) and a few of your skills (things you have learned to do).
- List some of your other resources: personal network, reputation, experience, physical capabilities, etc.

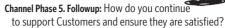
How You Help (Value Propositions)

- What Value do you deliver to Customers?
- What problem do you solve or need do you satisfy?
- Describe specific benefits Customers enjoy as a result of your work.

Consider whether the help you provide:

- · Reduces risk
- · Lowers costs
- Increases convenience or usability
- Improves performance
- · Increases enjoyment or fulfills a basic need
- · Fulfills a social need (brand, status, approval, etc.)
- Satisfies an emotional need

How You Interact (Customer Relationships)



- What kinds of relationships do your Customers expect you to establish and maintain with them?
- Describe the types of relationships you have in place

Examples might include:

- · Face-to-face personal assistance
- · Remote help via telephone, e-mail, chat, Skype, etc.
- · Colleague or user communities
- · Co-creation
- · Self-service or automated services

How They Know You/ How You Deliver (Channels)

- Through which Channels do your Customers want to be reached?
- How are you reaching them now?
- Which Channels work best?

Channel Phases:

- 1. Awareness: How do potential Customers find out about you?
- 2. Evaluation: How do you help potential Customers appraise vour Value?
- 3. Purchase: How do new Customers hire you or buy vour services?
- **4. Delivery:** How do you deliver Value to Customers?

Who You Help (Customer)

- For whom do you create Value?
- Who is your most important Customer?
- Who depends on your work in order to get their own jobs done?
- Who are your Customers' Customers?

Investments (Costs)

- What do you give to your work (time, energy, etc.)?
- What do you give up in order to work (family or personal time, etc.)?
- Which Key Activities are most "expensive" (draining, stressful, etc.)?

List soft and hard costs associated with your work:

Soft costs:

- · Stress or dissatisfaction
- · Lack of personal or professional growth opportunities
- · Low recognition or lack of social contribution
- · Lack of flexibility, excessive availability expectations

Hard costs:

- · Excessive time or travel commitments
- · Unreimbursed commuting or travel expenses
- · Unreimbursed training, education, tool, materials, or other costs

Rewards (Revenue)

- For what Value are your Customers truly willing to pay?
- For what do they pay now?
- How do they pay now?
- How might they prefer to pay?

Describe your Rewards

- Hard benefits might include:
- Salary
- · Wages or professional fees
- · Health and disability insurance
- · Retirement benefits
- · Stock options or profit-sharing plans
- · Tuition assistance, transportation or child care allowances, etc.



- · Satisfaction, enjoyment
- · Professional development
- Recognition
- · Sense of community
- · Social contribution
- · Flexible hours or conditions



