

**Who Helps You**  
(Key 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?

**Key Partners could include:**

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

**What You Do**  
(Key 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**  
(Key Resources)



- What do you get most excited about at work?
- Rank your 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)



- Channel Phase 5. Followup:** How do you continue to support Customers and ensure they are satisfied?
- What kinds of relationships do your Customers expect you to establish and maintain with them?
  - Describe the types of relationships you have in place now.

**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 your Value?
- 3. Purchase:** How do new Customers hire you or buy your 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.

- Soft benefits might include:
- Satisfaction, enjoyment
  - Professional development
  - Recognition
  - Sense of community
  - Social contribution
  - Flexible hours or conditions

