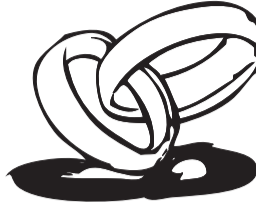


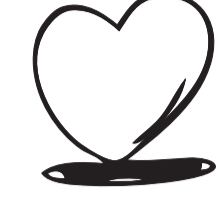
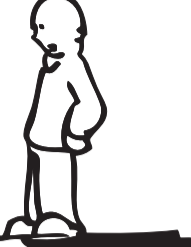
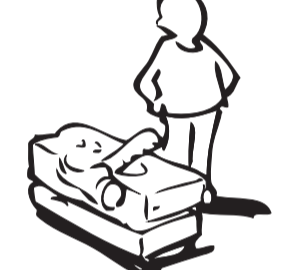
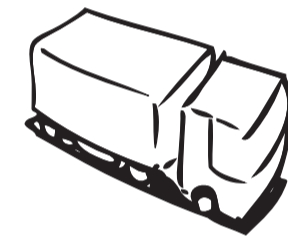



Name:

# Personal Business Model Canvas

<p><b>Who Helps You</b> (Key Partners)</p> <p>Who helps you provide Value to others? Who supports you in other ways, and how? Do any partners supply Key Resources or perform Key Activities on your behalf? Could they?</p> <p><b>Key Partners could include:</b></p> <ul style="list-style-type: none"> <li>· Friends</li> <li>· Family members</li> <li>· Supervisors</li> <li>· Human resource personnel</li> <li>· Coworkers</li> <li>· Suppliers</li> <li>· Professional association members</li> <li>· Mentors or counselors, etc.</li> </ul> 	<p><b>What You Do</b> (Key Activities)</p> <ul style="list-style-type: none"> <li>- List several critical activities you perform at work each day that distinguish your occupation from others.</li> <li>- Which of these Key Activities does your Value Proposition require?</li> <li>- Which activities do your Channels and Customer Relationships require?</li> </ul> <p><b>Consider how your activities may be grouped in the following areas:</b></p> <ul style="list-style-type: none"> <li>- Making (building, creating, solving, delivering, etc.)</li> <li>- Selling (informing, persuading, teaching, etc.)</li> <li>- Supporting (administering, calculating, organizing, etc.)</li> </ul> 	<p><b>How You Help</b> (Value Provided)</p> <ul style="list-style-type: none"> <li>- What Value do you deliver to Customers?</li> <li>- What problem do you solve or need do you satisfy?</li> <li>- Describe specific benefits Customers enjoy as a result of your work.</li> </ul> <p><b>Consider whether the help you provide:</b></p> <ul style="list-style-type: none"> <li>· Reduces risk</li> <li>· Lowers costs</li> <li>· Increases convenience or usability</li> <li>· Improves performance</li> <li>· Increases enjoyment or fulfills a basic need</li> <li>· Fulfills a social need (brand, status, approval, etc.)</li> <li>· Satisfies an emotional need</li> </ul> 	<p><b>How You Interact</b> (Customer Relationships)</p> <ul style="list-style-type: none"> <li>- <b>Channel Phase 5. Followup:</b> How do you continue to support Customers and ensure they are satisfied?</li> <li>- What kinds of relationships do your Customers expect you to establish and maintain with them?</li> <li>- Describe the types of relationships you have in place now.</li> </ul> <p><b>Examples might include:</b></p> <ul style="list-style-type: none"> <li>· Face-to-face personal assistance</li> <li>· Remote help via telephone, e-mail, chat, Skype, etc.</li> <li>· Colleague or user communities</li> <li>· Co-creation</li> <li>· Self-service or automated services</li> </ul> 	<p><b>Who You Help</b> (Customers)</p> <ul style="list-style-type: none"> <li>- For whom do you create Value?</li> <li>- Who is your most important Customer?</li> <li>- Who depends on your work in order to get their own jobs done?</li> <li>- Who are your Customers' Customers?</li> </ul> 			
<p><b>Who You Are/ What You Have</b> (Key Resources)</p> <ul style="list-style-type: none"> <li>- What do you get most excited about at work?</li> <li>- Rank your preferences: Do you like dealing primarily with 1) people, 2) information/ideas, or 3) physical objects/outdoor work?</li> <li>- Describe a couple of your abilities (things you do naturally without effort) and a few of your skills (things you have learned to do).</li> <li>- List some of your other resources: personal network, reputation, experience, physical capabilities, etc.</li> </ul> 				<p><b>How They Know You/ How You Deliver</b> (Channels)</p> <ul style="list-style-type: none"> <li>- Through which Channels do your Customers want to be reached?</li> <li>- How are you reaching them now?</li> <li>- Which Channels work best?</li> </ul> <p><b>Channel Phases:</b></p> <ol style="list-style-type: none"> <li>1. Awareness How do potential Customers find out about you?</li> <li>2. Evaluation How do you help potential Customers appraise your Value?</li> <li>3. Purchase How do new Customers hire you or buy your services?</li> <li>4. Delivery How do you deliver Value to Customers?</li> </ol> 			
<p><b>What You Give</b> (Costs)</p> <ul style="list-style-type: none"> <li>- What do you give to your work (time, energy, etc.)?</li> <li>- What do you give up in order to work (family or personal time, etc.)?</li> <li>- Which Key Activities are most "expensive" (draining, stressful, etc.)?</li> </ul> <p><b>List soft and hard costs associated with your work:</b></p> <p>Soft costs:</p> <ul style="list-style-type: none"> <li>· Stress or dissatisfaction</li> <li>· Lack of personal or professional growth opportunities</li> <li>· Low recognition or lack of social contribution</li> <li>· Lack of flexibility, excessive availability expectations</li> </ul> <p>Hard costs:</p> <ul style="list-style-type: none"> <li>· Excessive time or travel commitments</li> <li>· Unreimbursed commuting or travel expenses</li> <li>· Unreimbursed training, education, tool, materials, or other costs</li> </ul> 				<p><b>What You Get</b> (Revenue and Benefits)</p> <ul style="list-style-type: none"> <li>- For what Value are your Customers truly willing to pay?</li> <li>- For what do they pay now?</li> <li>- How do they pay now?</li> <li>- How might they prefer to pay?</li> </ul> <p><b>Describe your Rewards</b></p> <p>Hard benefits might include:</p> <ul style="list-style-type: none"> <li>· Salary</li> <li>· Wages or professional fees</li> <li>· Health and disability insurance</li> <li>· Retirement benefits</li> <li>· Stock options or profit-sharing plans</li> <li>· Tuition assistance, transportation or child care allowances, etc.</li> </ul> <p>Soft benefits might include:</p> <ul style="list-style-type: none"> <li>· Satisfaction, enjoyment</li> <li>· Professional development</li> <li>· Recognition</li> <li>· Sense of community</li> <li>· Social contribution</li> <li>· Flexible hours or conditions</li> </ul> 