### Name:

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### Who helps you (Key Partners)

1. **Mentors or counselors**, etc.
2. **Professional association members**
3. **Coworkers**
4. **Human resource personnel**
5. **Supervisors**
6. **Family members**
7. **Friends**

Key partners could include:

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

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### What you do (Key Activities)

List several critical activities you perform at work each day that defined your occupation from others.

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

- Describe a couple of your abilities (things you do naturally without effort) and a few of your skills (things you've learned to do).
- List some of your other resources: personal network, reputation, experience, physical capabilities, etc.

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### Who you are & what you have (Key Resources)

What do you want most achieved at work?

Rank your preferences:

1. Physical objects/outdoor work?
2. Information/ideas, etc.?
3. People, etc.?

- 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've learned to do).

List some of your other resources: personal network, reputation, experience, physical capabilities, etc.

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### How you help (Value Provided)

What value do you deliver to Customers?

- Describe specific benefits Customers enjoy as a result of your work.

**Value Proposition**

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

- Which activities do your Channels and Customer Relationships require?
- Which of these Key Activities does your Value Proposition require?

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### 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 now.

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### Who you help (Customers)

- **Workers**
- **Employers**
- **Wholesalers**
- **Retailers**
- **End users**
- **Informal customers**

Who depends on your work in order to get their own jobs done?

- **Who are your Customers’ Customers?**

Who is your most important Customer?

For whom do you create Value?

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### How they know you & how you deliver (Channels)

Describe the types of relationships you have in place now.

- Consider whether your value provided:
  - Improves performance
  - Increases convenience or usability
  - Reduces risk
  - Lowers costs
  - Satisfies emotional need
  - Increases enjoyment or fulfill basic need
  - Improves health or physical condition

Describe the types of relationships you have in place now.

- **Self-service or automated services**
- **Co-creation**
- **Collaborative or user communities**
- **Remote service via e-mail, Skype, etc.**
- **Dedicated personal assistance**
- **Personal assistance**

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### What you give (Costs)

- **What do you give up in order to work (family or personal time, etc.)?**
- **What do you give to your work (time, energy, etc.)?**

**Costs**

- Flexible hours or conditions
- Social contribution
- Recognition
- Professional development
- Satisfaction, enjoyment
- Tuition assistance
- Stock options or profit-sharing plans
- Retirement benefits
- Health and disability insurance
- In-kind payments or swaps
- Wages or professional fees
- Salary

**Hard items** might include:

- **Salary**
- **Employee benefits**
- **Commission, bonus, or tips**
- **Freelance fees**
- **Other payment**

**Soft costs** might include:

- **Lack of personal or professional growth opportunities**
- **Low recognition, social contribution**

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### What you get (Revenue and Benefits)

- **What you get** (Revenue and Benefits)

**Revenue and Benefits**

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

**Channels**

- **Self-service or automated services**
- **Co-creation**
- **Collaborative or user communities**
- **Remote service via e-mail, Skype, etc.**
- **Dedicated personal assistance**
- **Personal assistance**

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### 5. After sales

1. **Awareness**
2. **Evaluation**
3. **Purchase**
4. **Delivery**
5. **Support**

- **Through which Channels do your Customers want to be reached?**
- **How do they find out about you?**
- **How do you deliver Value to Customers?**
- **How do you help Customers appraise your Value?**
- **How do you continue to support Customers and ensure they are satisfied?**

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