

Name: \_\_\_\_\_

# Personal Business Model

### Who Helps You (Key Partners)

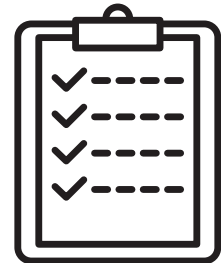


Who helps you provide Value to others?  
Who supports you in other ways, and how?  
Do any partners supply Key Resources or perform Key Activities on your behalf? Could they?

**Key Partners could include:**

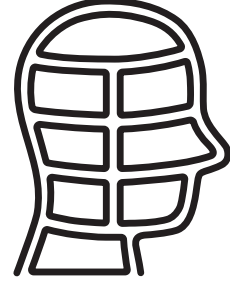
- Friends
- Family members
- Supervisors
- Human resource personnel
- Coworkers
- Professional association members
- Mentors or counselors, etc.

### What You Do (Key Activities)



List several critical activities you perform each day that distinguish your work from other people's work.  
Which of these activities does your Value Offered require?  
Which activities do your Channels and Customer Relationships require?

### Who You Are/ What You Have (Key Resources)



What excites you most about your work?  
What do you find least exciting about your work?  
Describe what you do best at work.  
Describe any personal values or beliefs that influence your work.


### How You Help (Value Offered)



What Value do you offer to Customers?  
What problem do you solve or need do you satisfy?  
Describe specific benefits Customers enjoy as a result of your work.  
These might include:


- Basic need fulfillment (food, clothing, shelter, healthcare, security)
- Emotional satisfaction
- Social need fulfillment
- Increased enjoyment
- Lower cost
- Reduced risk
- Improved performance
- Better convenience or usability
- Improved operations

### Roles/Relationships (Customer Relationships)



Characterize the role you play or the relationship you have with each client or customer (for example: persuader, caregiver, expert, producer, advisor, trainer, etc.).

### 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?

**Five Channel Phases:**


1. Awareness  
How do potential Customers find out about How You Help?
2. Evaluation  
How do you help potential Customers evaluate How You Help?
3. Purchase  
How do new Customers hire you or buy your services?
4. Delivery  
How do you deliver your help to Customers?
5. Follow-up  
How do you continue to support Customers and make sure they are satisfied?

### Who You Help (Customers)



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?

### What You Give (Costs)



What do you give to your work (time, energy, etc.)?  
What do you give up in order to work (family/personal time, other attractive opportunities, 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
- Missed opportunities
- Low recognition or lack of social contribution
- Lack of flexibility, excessive availability expectations

**Hard costs:**

- Excessive time or travel commitments
- Unreimbursed commuting, travel, training, or other expenses

### What You Get (Revenue and Benefits)



Describe your two most important hard benefits (salary, health or disability insurance, retirement savings, stock options, tuition assistance, child care allowance, etc.)

Describe your two most important soft benefits (personal satisfaction/enjoyment, professional development, recognition, social contribution, flexible hours/conditions, sense of community, etc.)

