

Personal business model canvas

The **personal business model canvas** can help you understand the reason you first went into business.

Use this template to describe who you are. It will help you to explore what being in business really means to you. Think specifically about your role, not your business.

Overview

Who you are/what you have: What do you find most and least exciting about your work? Describe what you do best at work. Describe any personal values or beliefs that influence your work and how you navigate change.

What you do: What are the important activities you perform each day that distinguish your work from other people's work? Which of these activities is essential to helping you navigate change? Which activities do your customers require?

Who you help: Who do you create value for? Who is your most important customer or audience? Who depends on your work in order to get their own jobs done? Who are the customers of your customers?

How you help: What value do you offer to customers? What problem do you solve or what need do you satisfy? Describe specific benefits customers enjoy as a result of your work.

How they know you/how you deliver: How do you reach your customers? How would your customers prefer to be contacted? Which channels work best?

Roles/relationships: Characterise the role you play or the relationship you have with each client or customer (e.g. persuader, caregiver, expert, producer, advisor, trainer).

Who helps you: 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 you bring partners on board?

What you get: Describe your 2 most important hard benefits (e.g. salary, health or disability insurance, retirement savings, stock options, tuition assistance, childcare allowance).

What you give: What do you give to your work (e.g. time, energy)? What do you give up in order to work (e.g. family or personal time, other attractive opportunities)? Which key activities are the most draining or stressful?

Instructions

1. Before you start:

- Decide on the format that suits you – print the template, or complete it on your computer.
- Allow around 45-60 minutes of undisturbed time.

2. Add notes to the canvas that describe:

- who you are, what you do, what you have and how you help
- who you help and how they know you, how you deliver and the roles/relationships
- who helps you
- the give and take.

3. Next steps:

- Review the canvas. Are you missing anything?
- Save or take a photo of the completed canvas to review in the future.
- Discuss with your support network (family, friends and colleagues).

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<p>● Who helps you (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>Key partners could include:</p> <ul style="list-style-type: none"> - friends or family - supervisors - human resource personnel - coworkers - professional association members - mentors or counsellors. 	<p>● What you do (key activities)</p> <p>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?</p>	<p>● How you help (value offered)</p> <p>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:</p> <ul style="list-style-type: none"> - 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. 	<p>● Roles/relationships (customer relationships)</p> <p>Characterise the role you play or the relationship you have with each client or customer (e.g. persuader, caregiver, expert, producer, advisor, trainer).</p>	<p>● Who you help (customers)</p> <p>Who 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?</p>
<p>● Who you are/what you have (key resources)</p> <p>What do you find most and least exciting about your work? Describe what you do best at work. Describe any personal values or beliefs that influence your work and how you navigate change.</p>	<p>● How they know you/how you deliver (channels)</p> <p>How does your value proposition reach your customer? Where can your customer buy or use your products or services?</p>			
<p>● What you give</p> <p>What are the important costs you make to create & delivery your value proposition?</p>		<p>● What you get (revenue and benefits)</p> <p>How do customers reward you for the value you provide to them? What are the different revenue models?</p>		

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