

# PERSONAL BUSINESS MODEL CANVAS (BIGNAME EDITION)

NAME

## KEY PARTNERS (8) (Who helps you)



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

### KEY PARTNERS COULD INCLUDE:

- Friends
- Family members
- Supervisors
- Human resource personnel
- Co-workers
- Suppliers
- Professional association members
- Mentors or counselors
- Etc.

## KEY ACTIVITIES (6) (What you do)



List several critical activities you perform at work each day that distinguish your occupation from others.  
Which of these Key Activities do your Value Propositions require?  
Which activities do your Channels and Customer Relationships require?

### CONSIDER HOW YOUR ACTIVITIES MAY BE GROUPED IN THE FOLLOWING AREAS:

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

## VALUE PROPOSITIONS (2) (How you help)



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 a functional or an emotional need
- Etc.

## CUSTOMER RELATIONSHIPS (4) (How you interact)

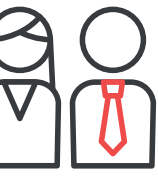


What kind of relationship do you establish and maintain with your customers? List the ways you develop it in terms of:  
1) convincing potential customers to become actual customers  
2) retaining your customers  
3) ensuring they buy more from you.

### EXAMPLES MIGHT INCLUDE:

- (Dedicated) Personal assistance
- Self-service, remote or automated services (i.e. publishing guidelines)
- Colleague or user communities
- Leadership vs co-creation
- Direct vs indirect
- Continuative vs occasional (i.e. on a project base)
- Proactive, reactive
- Specific customer know how, personalisation
- Contract type (open-ended, fixed-terms, etc.)
- Recurrent sales, per customer choice, sales, offers, promotions, etc.
- Etc.

## CUSTOMERS (1) (Who you help)

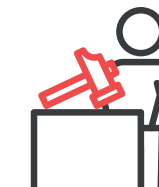


For whom do you create Value?  
Who is your most important Customer?  
Who depends on your work in order to get their own jobs done?  
Who are your Customers' Customers?

### CUSTOMERS MIGHT INCLUDE:

- People
- Organizations, enterprises
- Employers, managers, supervisors, colleagues, users, etc.

## KEY RESOURCES (7) (Who you are/What you have)



List the main personal characteristics you bring into play when carrying out your professional activities.

Rank your preferences. Do you like dealing primarily with:

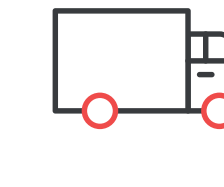
- 1) people;
- 2) information/ideas;
- 3) physical objects/outdoor work.

Describe your abilities (things you do naturally without effort) and a few of your skills (things you have learned to do).

List your main values and personality traits.

List other resources: personal network, reputation, personal brand, experience, physical capabilities, tangible assets you own, etc.

## CHANNELS & TOOLS (3) (How they know you/How you deliver)



How do your potential Customers find out about you?  
How can they appraise your value?  
What do you do to ensure they buy from you?  
How do you deliver your Value Proposition to your Customers?  
How do you support your Customers and ensure they are satisfied?

### EXAMPLES MIGHT INCLUDE:

- Reports
- Meetings
- Specific business tools
- Customer premises
- Website, Social Media & other digital channels
- Etc.

## COSTS (9) (What you give)

(What you give)

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.)?  
Which of your Key Partners are the most demanding in terms of time, money or resources?

### LIST SOFT AND HARD COSTS ASSOCIATED WITH YOUR WORK:

- Hard costs might include:
- Excessive time or travel commitments
  - Unreimbursed commuting or travel expenses
  - Unreimbursed training, education, tools, materials, or other costs

- Soft costs might include:
- Stress or dissatisfaction
  - Lack of personal or professional growth opportunities
  - Low recognition or lack of social contribution.



## REVENUE AND BENEFITS (5) (What you get)

(What you get)

What do you get from your job?  
What do your customers pay you for?  
How do they pay you?

### 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 childcare allowances, etc.

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

