

TAKING
COOPERATION
FORWARD



Veneto Region - Verona district



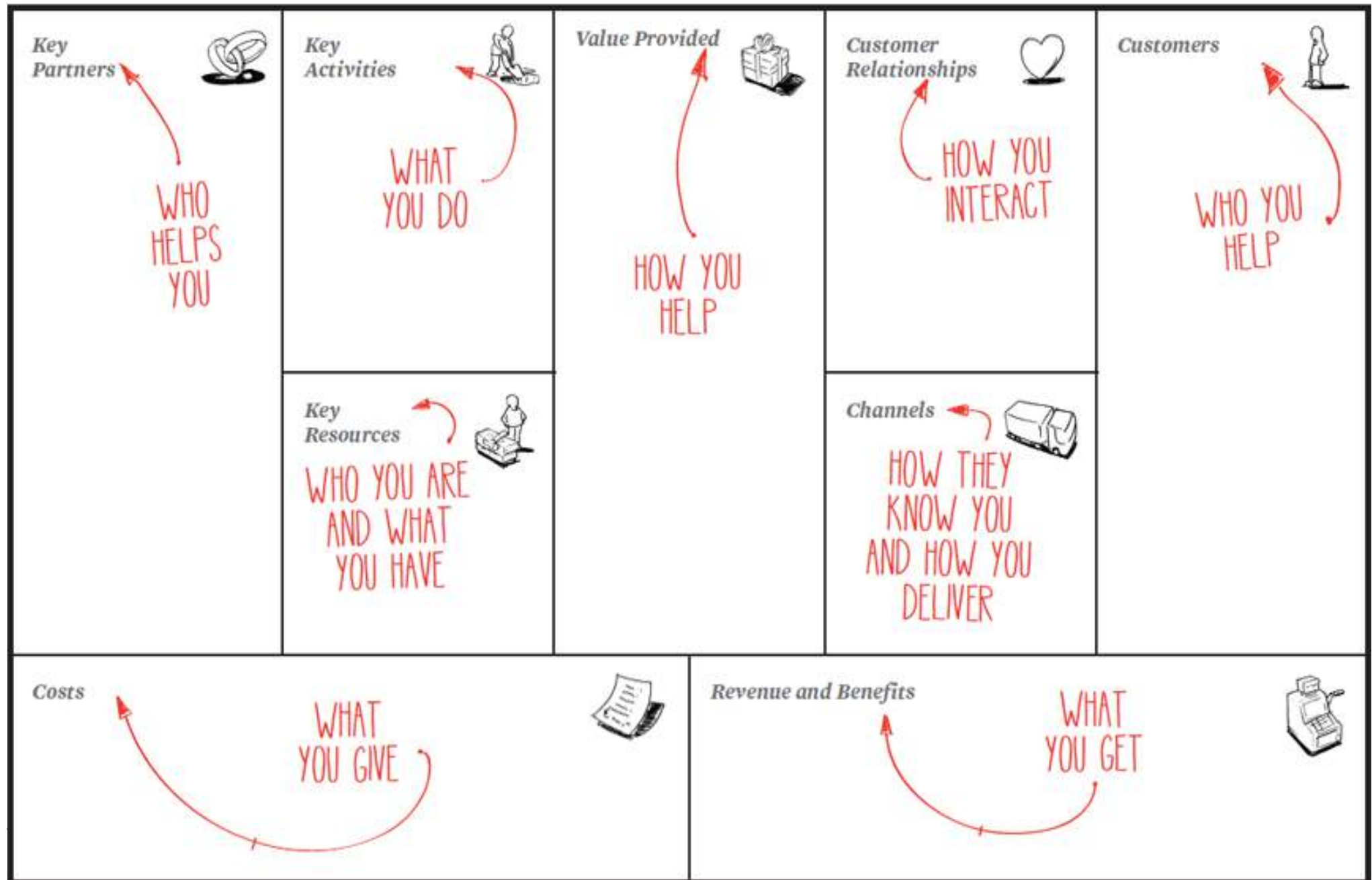
WP T3 - D.T3.1.1 - Regional IN SITU training & mentoring program for social initiatives & social businesses - 1st round - **Business Model You**



IN SITU | PP4 ENAIP Veneto | Riccardo Cariani

PERSONAL

The Business Model Canvas



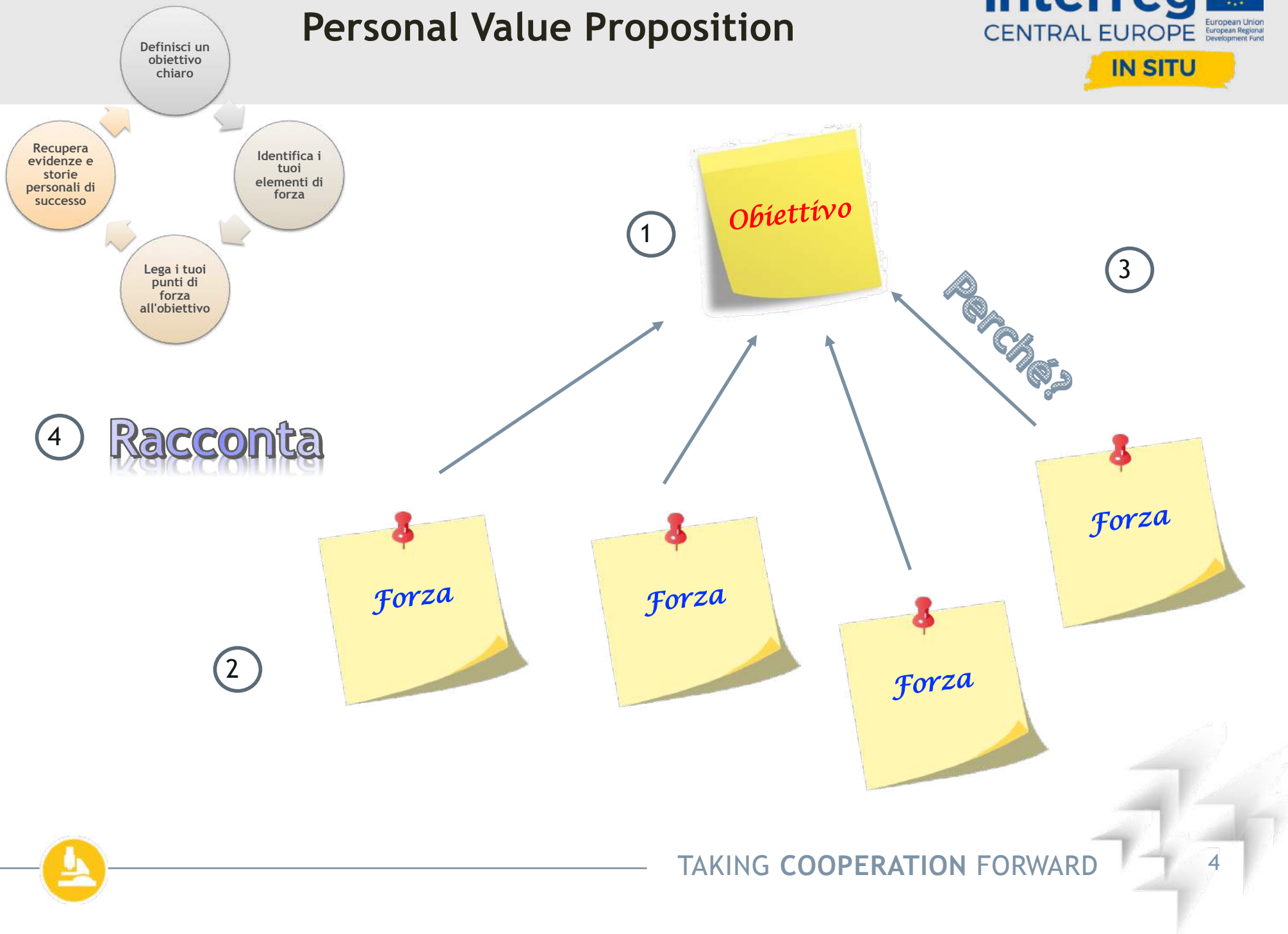
Personal Value Proposition



WE WANT YOU!



Personal Value Proposition

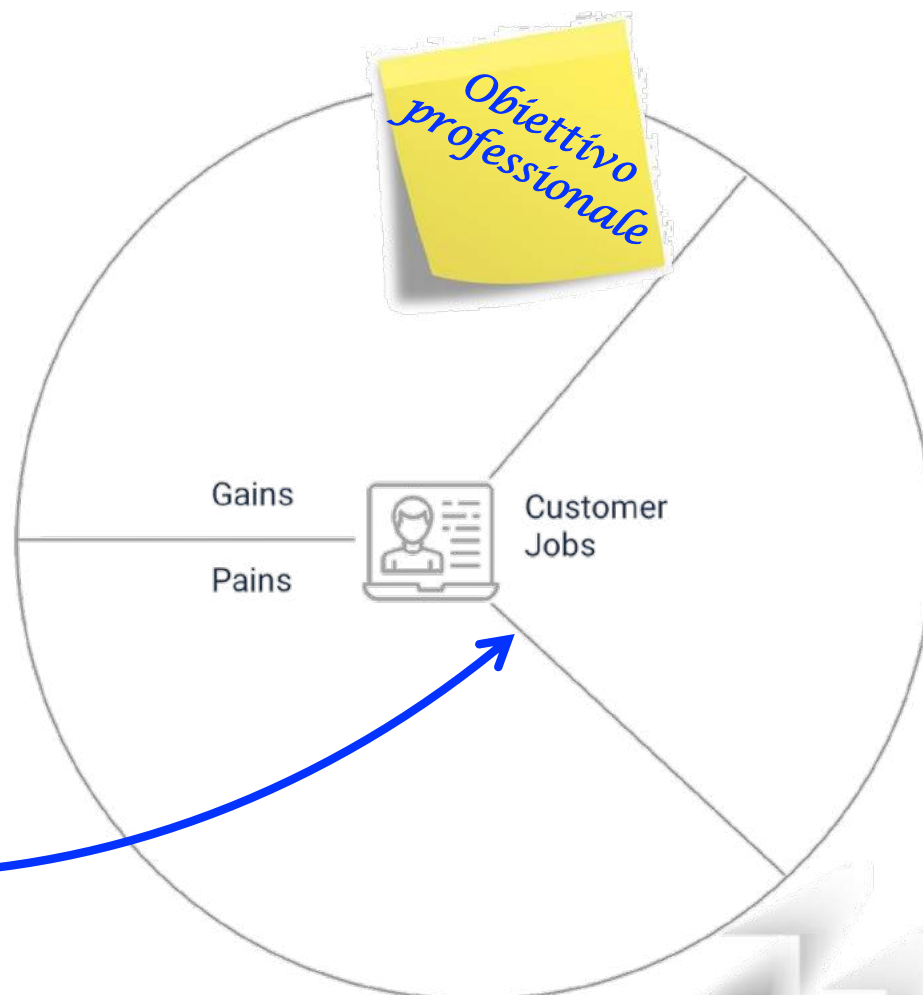


Value Proposition Canvas

Value Proposition



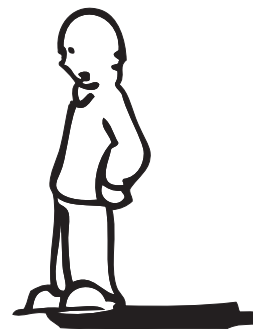
Customer Profile



TAKING COOPERATION FORWARD

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?



*Per chi
creiamo il
Valore?*

*Chi dipende dal
nostro lavoro per
poter realizzare
il suo?*

*Chi è il
nostro
Cliente più
importante?*



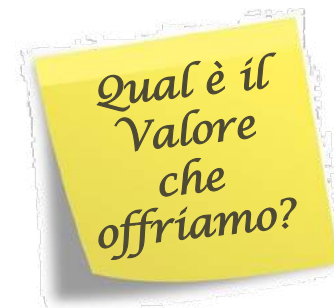
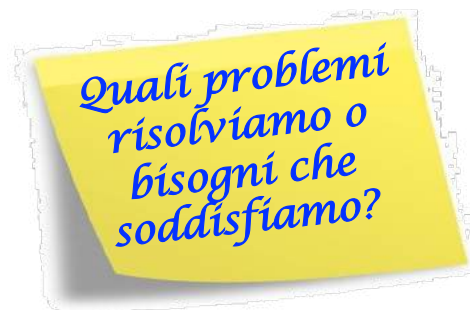
How You Help (Value Provided)



- 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 an emotional need

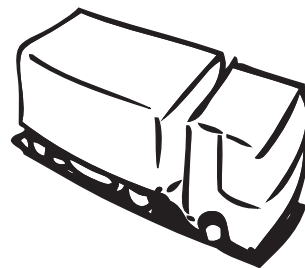


- Riduzione dei rischi
- Riduzione dei costi
- Aumento della convenienza e utilità
- Aumento della performance
- Aumento del divertimento o soddisfazione di un bisogno basilare
- Soddisfare un bisogno sociale o un bisogno emozionale individuale



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?



*Attraverso quale
canale i clienti
vogliono essere
raggiunti?*

○ ... e come lo sto facendo ora?

Channel Phases:

1. Awareness
How do potential Customers find out about you?
 - CONSAPEVOLEZZA - In che modo i clienti potenziali arrivano a conoscermi?
2. Evaluation
How do you help potential Customers appraise your Value?
 - VALUTAZIONE - In che modo facilito i miei clienti nella valutazione del mio valore?
3. Purchase
How do new Customers hire you or buy your services?
 - ACQUISTO - In che modo i miei clienti possono 'comprarmi' o acquistare i miei servizi?
4. Delivery
How do you deliver Value to Customers?
 - CONSEGNA - In che modo trasferisco il mio valore ai miei clienti?



How You Interact

(Customer Relationships)

- **Channel Phase 5. Followup:** How do you continue to support Customers and ensure they are satisfied?
- 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.

Examples might include:

- Face-to-face personal assistance
 - Remote help via telephone, e-mail, chat, Skype, etc.
 - Colleague or user communities
 - Co-creation
 - Self-service or automated services
- Assistenza personalizzata 'face-to-face'
 - Assistenza da remoto al telefono, Skype, e-mail, chat, ...
 - Assistenza fornita da colleghi o da altri clienti (es blog)
 - Assistenza automatica senza nessun contatto personale



In che modo continuiamo a supportare il cliente e come ci assicuriamo che sia sempre soddisfatto?



What You Get (Revenue And Benefits)

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



*Per quale Valore i
clienti sono realmente
interessati a pagare?*

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 child care allowances, etc.

Soft benefits might include:

- Satisfaction, enjoyment
- Professional development
- Recognition
- Sense of community
- Social contribution
- Flexible hours or conditions

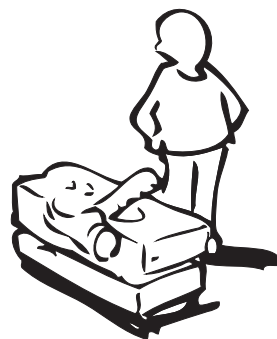
... e per COSA pagano ora?

... e COME pagano ora?

... e come PREFERIREBBERO pagare?



Who You Are/ What You Have (Key Resources)



*Cosa ti
appassiona di
più del
lavoro?*

- What do you get most excited about at work?
- Rank your preferences: 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 have learned to do).
- List some of your other resources: personal network, reputation, experience, physical capabilities, etc.

○ COMPETENZE = le cose che ho imparato a fare

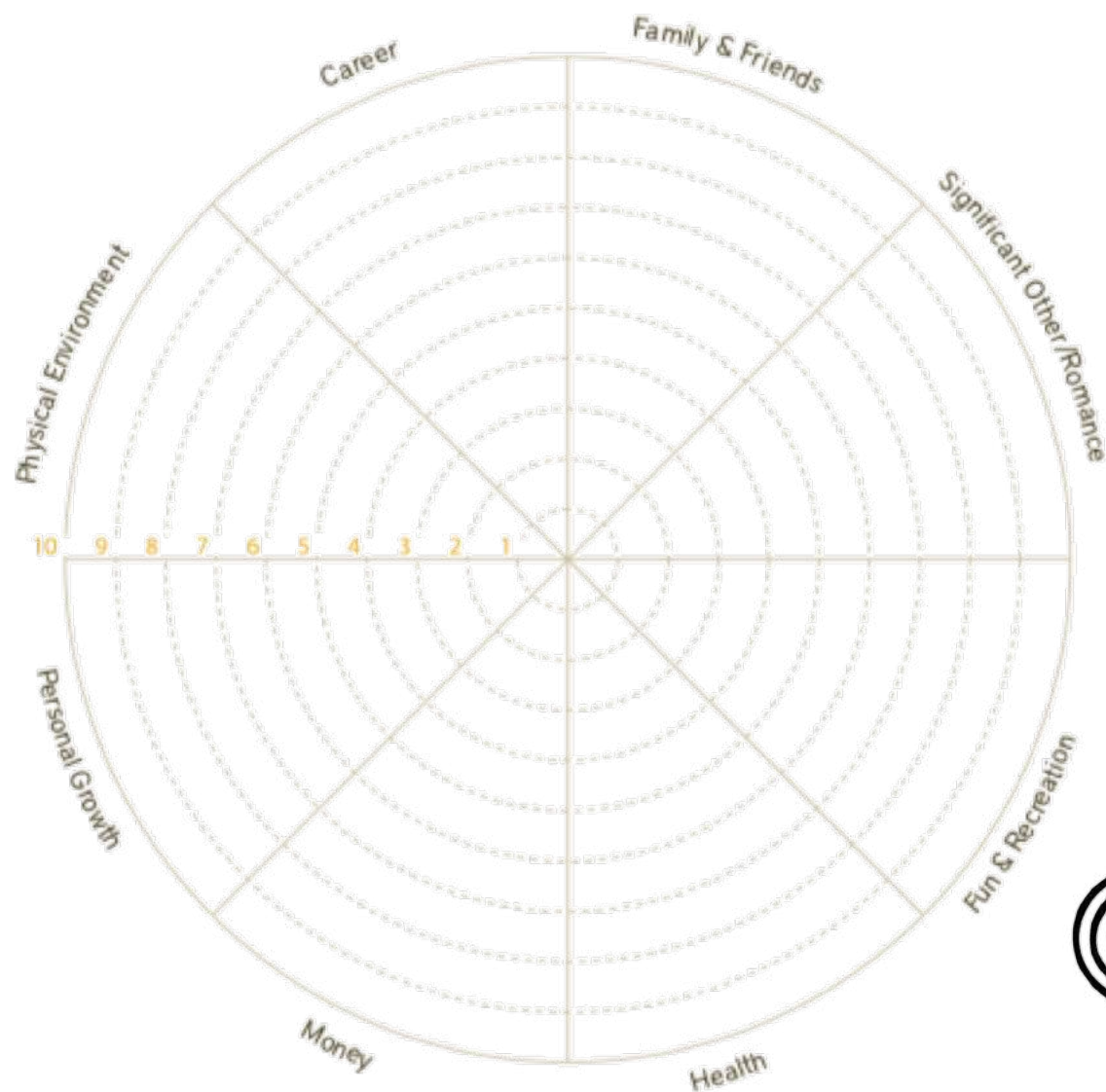
○ ABILITA' = le cose che mi riescono meglio senza sforzi particolari

Fai una lista delle altre risorse personali: la rete di relazioni, la reputazione, l'esperienza, le capacità fisiche, ...



Wheel of Life

Valuta il tuo livello di soddisfazione



Costruisci la ruota



Rifletti sul
risultato



Come migliorare
i valori più bassi?



Personal life-line

*Traccia gli ALTI
e i BASSI della
tua vita*

Ricorda gli **eventi** che rappresentano i momenti più alti e più bassi della tua vita e tracciali su una sequenza temporale che si estende più indietro che puoi ricordare

Eventi specifici e importanti nella tua vita: buoni o cattivi, personali o professionali, che siano legati al lavoro, alla vita sociale, all'amore, agli hobby, al mondo accademico, alle attività spirituali o ad altre aree

*Attenzione in particolare ai
momenti chiave della vita
lavorativa*

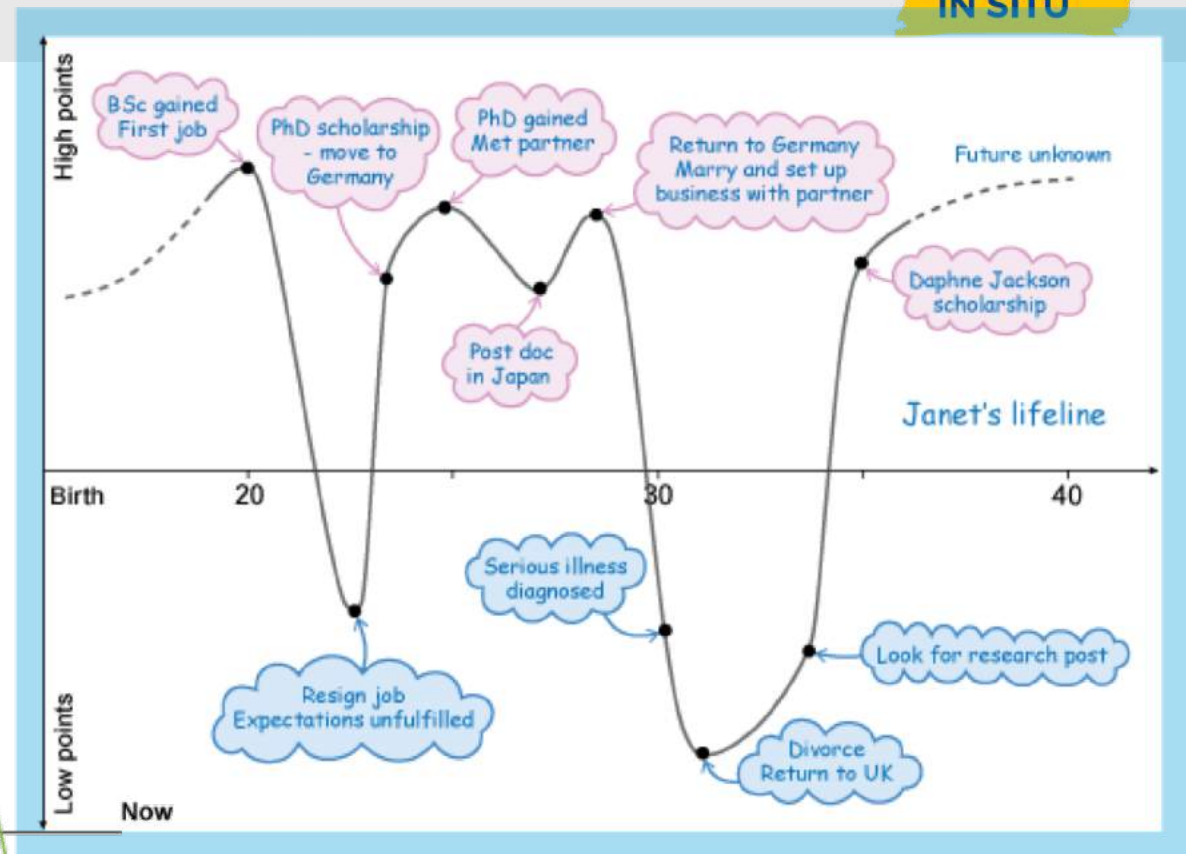
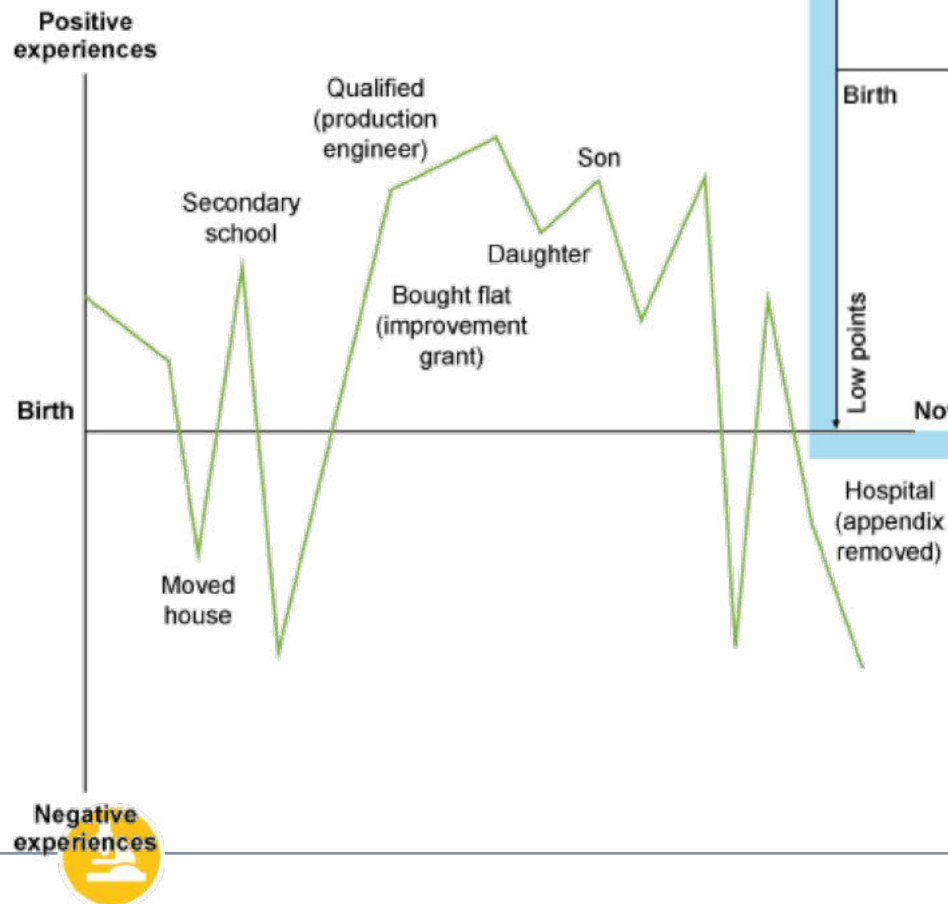
↑
↓
Excitement / Enjoyment

My Lifeline Time



Personal life-line

IN SITU



What You Do (Key Activities)

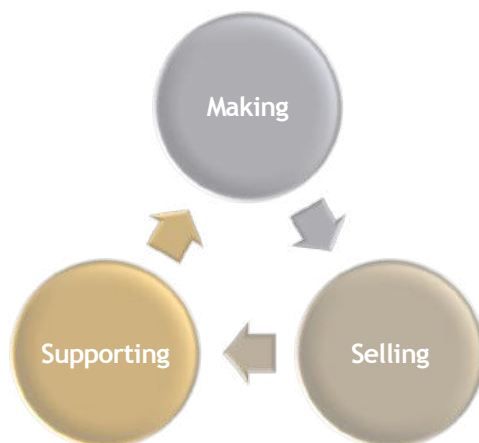
- List several critical activities you perform at work each day that distinguish your occupation from others.
- Which of these Key Activities does your Value Proposition require?
- Which activities do your Channels and Customer Relationships require?



Fai un elenco delle attività quotidiane che fai al lavoro e che distinguono le tue mansioni dalle altre

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

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



- Quali di queste attività chiave sono legate alla tua **VALUE PROPOSITION**?
- Quali di queste attività sono richieste dai tuoi **CHANNELS** o **RELATIONSHIPS**?



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
- Suppliers
- Professional association members
- Mentors or counselors, etc.



*CHI ti aiuta a
creare il tuo
valore per gli
altri?*

Per caso qualche partner di
fornisce RISORSE CHIAVE o
realizza ATTIVITA' CHIAVE al
posto tuo?



What You Give (Costs)

- 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.)?

List soft and hard costs associated with your work:

Soft costs:

- Stress or dissatisfaction
- Lack of personal or professional growth opportunities
- Low recognition or lack of social contribution
- Lack of flexibility, excessive availability expectations

Hard costs:

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



*Che cosa dai
al tuo
lavoro?*

*A cosa devi
rinunciare
per il tuo
lavoro?*

*Quali attività
chiave sono più
'COSTOSE'?*

Mancanza di
opportunità di
crescita personale o
professionale

Scarsi
riconoscimenti

Insoddisfazione

Impiego di tempo e di
viaggio eccessivi

Viaggi non rimborsati

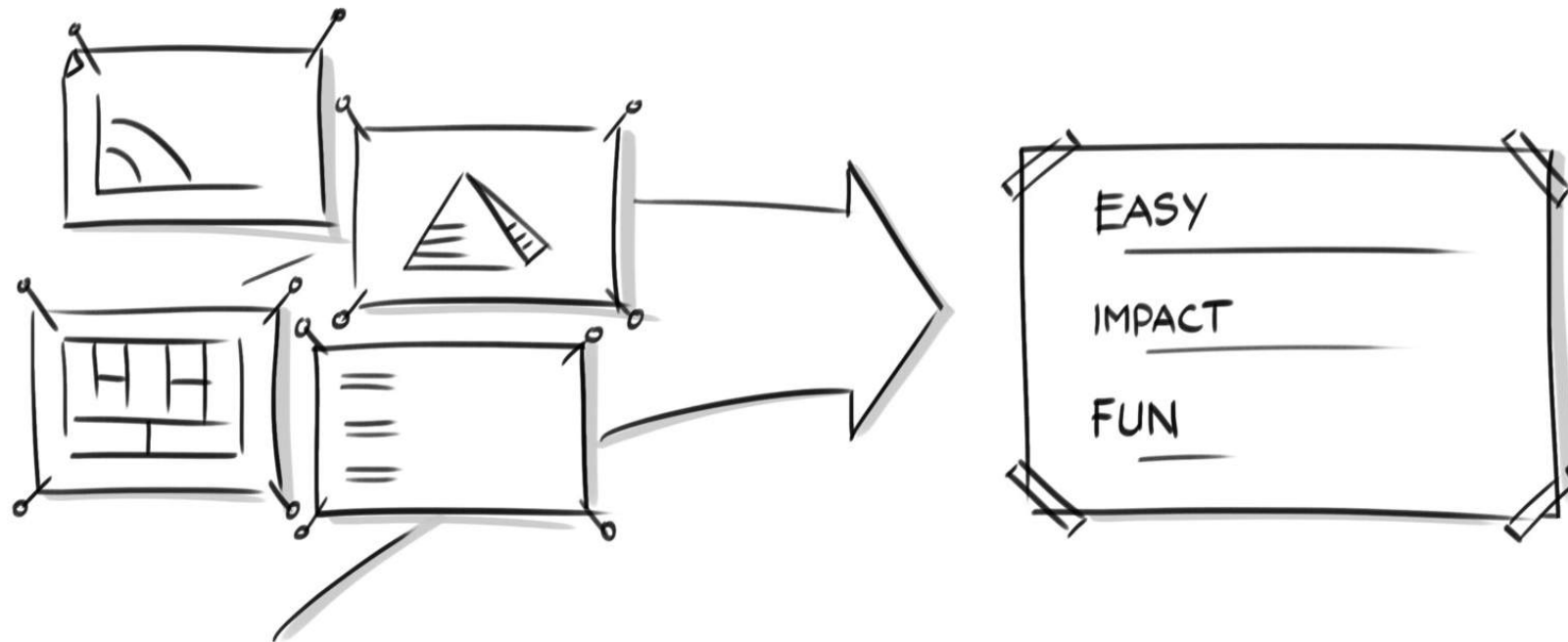
Mancanza di
flessibilità

Stress

Aspettative di
disponibilità
eccessive

Attività formative non
rimborsate





Name: _____

Personal Business Model Canvas

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IN SITU

Grazie per l'attenzione

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