

First business you need to build

Business Model You

Who you are and what you have to offer

How can we get to our best version if we only make steps to improve what is outside us? Or maybe the question is: what is the easiest way to get to be and do what is for us? How can we get to live our mission, the call?

The answer lies within us and gets more and more clear forms as we know each other, we accept who we are, and as we begin to see how great we are and what we have. Because, yes, many times around us we see the potential, and we are the only ones who have our eyes closed ... of fear. Fear of our greatness.

But because you're here, it means you're ready to look at yourself and make a step in your evolution. Today I will briefly tell you about a tool that, with the sense of responsibility and the key ingredient, trust, will help you advance into your personal and professional life. You know, however, no matter what you choose to work, things in your life are interdependent, and your choices in a field will cause a round of change in other areas too, right? Like a snowball....

Business Model You is a page tool that synthesizes what you are doing at this time and what you are proposing for the future. It's a useful way to describe, analyze and reinvent your career. Heads a clearer view of your unique, particular aspects that you bring or you can bring in every medium in which you arrive. This approach suggests looking at you as a business and clearly defining this "business model" - the way you capitalize on your talents and strengths to grow professionally and personally. Career building is a form of entrepreneurship. Business Model You help create and deliver value to people (customers) to make a profit.

Choose keywords for each border of the canvas to illustrate exactly what distinguishes you as a man and as a professional. Remember that the answers are inside you, not outside. If, however, you still have doubts about your objectivity, ask 1 or 2 close friends to help you discover who you are and what you have to offer.

Business Model You may be useful if:

- You have chosen your career for reasons not related to passion, talents and interests;
- You are in search because you have not yet found your right career;
- You have not yet developed a successful plan;
- It is difficult to make decisions about your career;
- You feel that you lack confidence;
- You do not know how much you value (how much = a lot!)
- But dream on The Dream job, have a successful career, win a lot of money, trust, have a successful brand and live a fulfilled life.

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Who you are and what you have (key resources)

Your key resources include who you are (your roles, interests, abilities, skills, personality), what you have (experience, knowledge, people you know) and other resources you have them in possession (tools, money, technology, etc.).

What you do (key activities)

Here you go through the physical or mental activities that you usually do at work, in your personal life and where you perform.

Who you help (Customers)

Who you help (Customers) - Customers are those people who receive a benefit from you, with or without payment. If you work in an organization, your clients are those who depend on your help to complete their tasks (eg your boss, manager, supervisor, department colleagues, etc.) or simply benefit from your work.

How you help (Value)

Value is more important than the actual activities. Value is the ultimate result your customers have access to. It can be found in time, price, and design of the service, product or experience you offer. How do you improve the lives of others? What is the role of the job you have?

Channels

Channels create visibility of services and products, help customers evaluate what they offer, create the space for customers to get what they offer, provide value, and even evaluate customer satisfaction. Ex: face-to-face, phone, website, internet and social media, traditional media (TV, radio, publications, etc.). How can I discover your potential customers who you are, what you offer them, and what is the value you can bring? How do I decide if they want to buy? How can I buy what you offer? How will you deliver what you offer? How will you make sure your customers are satisfied?

How do you interact (customer relationships)

What are the channels through which you interact with your customers? How do you pay attention and value to these relationships? Do you focus on increasing your customer list or on the satisfaction of existing ones?

Key Partners

Partners are the ones who professionally support you, which helps you meet your tasks. They give you motivation, advice, growth opportunities or even help with certain tasks. They can be colleagues, mentors, professional networking, family members, and friends.

What you get (income and benefits)

This includes benefits such as salary, health packages or satisfaction, recognition, social contribution, etc

Career "Sweet Spot"

you find at the intersection of interests (what excites you), skills and abilities (easy to do) and personality (the way you like to work and relate to others).

Fill in the model, then meet people who are in the profile of those you have in your customer segment (be they employers, consumers, etc.). Ask them feedback and redo the canvas. You may realize that the faculty you are pursuing and the career you are preparing for were not chosen by you but by your parents, needs, society or lack of information. ***It's time for any changes you want to make.***

Courage to ask yourself ... who you are and what you have to offer!