

MOOC METHODOLOGIC WORKSHEET

I02 – Business model prototyping – Module 4

Exercise 8: 9 full boxes for you; Exercise 10: Prototype your BM

Some useful information to manage the exercises

Personalized according to desires and aspirations, **the personal business model** represents the professional path that a person establishes and intends/chooses to follow, identifying the most opportune ways through which, in stages, they correct, develop, diversifies the occupational profile, creating its own value that brings/sustains its confidence, satisfaction, assures its personal development and professional career, as an employee in a specific occupational field or as an entrepreneur.

A personal business model must meet three criteria: ***to be simple, relevant and easy to understand.***

The emphasis in the case of personal business models is placed on the creative way in which people:

- establish and follow their professional path,
- identifies and makes the most of the most suitable routes,
- it activates and relates
- I go through each stage evolving, accumulating occupational or entrepreneurial value (skills, skills, competences, trust, enthusiasm, determination, will, money, stability, satisfaction, fulfillment),
- Differentiates itself from the competition.

Be active, think positive and reinvent your career by choosing the best path!

What You Need To Know About Business Model You:

1. Business Model You are the way you want to create, provide and accumulate value.
2. Business Model You represent the way you want to plan your career, make changes in your career and make decisions that will ensure your personal value creation.
3. Business Model You represent the way you think, reinvent your career path, identify and choose the best way to financially support yourself.
4. Business Model You represent you through your talents and competencies, achieve your personal goals, respect your needs and desires, take advantage of environmental opportunities and keep your threats under control.
5. Business Model You help you find the best ways to make money in the long run.

6. Business Model You encourage you to reflect who you are and identify your purpose in life, how to reinvent yourself and, most importantly, how to act.

For what purpose do you want to create a Business Model You?

1. To find your dream job.
2. To make a big change in your career.
3. To realize a strategy of promotion in the workplace.
4. To make the desired changes in your life.

In order to create your BMY you must follow the following steps:

1. Identify and describe the structural elements of each section of the BMY.

(MOOC - MODULE 4. EXERCISE 8)

2. Identify and describe the way and ways of relating between the sections that make up BMY and how each section contributes to the value proposition created, facilitating the sale. **(MOOC - MODULE 4. EXERCISE 10)**

In order to identify and describe the structural elements of each section of the BMY, you must answer the following questions and carefully read the information about the structural elements of the BMY, filling in the answers and all the details on the posts:

1. **Who helps you? (STEP 4)** - *What is your personal and business network that can help and support you for the purposes of your career (think of family, friends, bosses, mentors, etc.)?*
2. **What are you doing? (STEP 1)** - *What kind of activities do you carry out daily and what defines your occupation (design, teach, calculate, write, evaluate, manage, produce, factory, provide services)?* Specify the main operations/activities/ actions that you must carry out in order to reach your goals.
3. **How do you help? (STEP 2)** - *What kind of problem do you solve for employers/ clients and how do you help them reach their goals (lower risk, better performance, stronger brand, etc.)?* Mention the problem or need and describe how you want to solve that problem or satisfy that need for the customer segments you are targeting or your potential employers. **Think about this** - what will be the value you create and want to give it to customers, what will be your unique value proposition!
4. **How/with whom do you relate? (STEP 6)** - *What kind of relationship do you have with your employers/clients and how do you interact with them daily - through personal service, direct communication, online communication - e-mail, WhatsApp, via website, by phone, fax, etc.)?* Describe how you will reach employers/customers for communication, distribution, sales, etc. **Nominate the outsourced activities and resources you need to create, deliver and accumulate value.**
5. **Who do you help? (STEP 3)** - *Who your customers are? Which are the segments you are targeting from the market?*
6. **Who are you and what do you have? (STEP 5)** - *What are your talents, the skills you possess, what is your field of experience and expertise, the type of work you want and the resources you own (human, material, financial) that can help you to reach your career goals?* Specify what assets you own and what you need to create and deliver value.
7. **How do I know you and how do you deliver/deliver? (STEP 7)** - *How can I find out about potential employers/clients about you, how they can hire you, how you provide your services and how you make sure your employers are satisfied?* Describe how you will establish and maintain relationships with clients or employers, etc.
8. **What do you give? (STEP 8)** - *Software and hardware costs related to the activities, such as time, energy, stress, communication, etc.* It presents the main costs caused by the operations you will perform.
9. **What do you get/receive? (STEP 9)** - *For what you are paid, how much and for what other benefits you enjoy?* Describe how you will earn money as a result of providing value (product sales, works

Try to sort the questions by the number of steps (from 1 to 9) and find the answers in this order!

1. **(STEP 1) - What are you doing?** *What kind of activities do you carry out daily and what defines your occupation?* - You design, teach, calculate, write, evaluate, manage, produce, factory, provide services, etc.
2. **(STEP 2) - How do you help?** *What kind of problem do you solve for employers/customers and how do you help them reach their goals (lower risk, better performance, stronger brand, etc.)?* Mention the problem or need and describe how you want to solve that problem or satisfy that need for the customer segments you are targeting or your potential employers. **Think about this** - what will be the value you create and want to give it to customers, what will be your unique value proposition!
3. **(STEP 3) - Who do you help?** *Who your customers are? Which are the segments you are targeting from the market?*
4. **(STEP 4) - Who helps you?** *What is your personal and business network that can help and support you for the purposes of your career?* - think about family, friends, bosses, mentors, etc
5. **(STEP 5) - Who are you and what do you have?** *What are your talents, the skills you possess, what is your field of experience and expertise, the type of work you want and the resources you own (human, material, financial), which can help you reach your goals career?* Specify what assets you own and what you need to create and deliver value.
6. **(STEP 6) - How / with whom do you relate?** *What kind of relationship do you have with your employers/clients and how do you interact with them daily - through personal service, direct communication, online communication - e-mail, WhatsApp, website, by telephone, fax, etc.).* Describe how you will reach employers/customers for communication, distribution, sales, etc. Nominate the outsourced activities and resources you need to create, deliver and accumulate value.
7. **(STEP 7) - How do I know you and how do you deliver/deliver?** *How can I find potential employers/clients about you, how can I hire you, how do you provide your services and how do you make sure your employers are satisfied?* Describe how you will establish and maintain relationships with clients or employers, etc.
8. **(STEP 8) - What do you give?** *Software and hardware costs related to the activities, such as time, energy, stress, communication, etc.* It presents the main costs caused by the operations you will perform.
9. **(STEP 9) - What do you get/receive?** *For what you are paid, how much and for what other benefits you enjoy?* Describe how you will earn money as a result of providing value (product sales, works completion, service provision, etc.).

MENTOR'S RECOMMENDATIONS:

Exercise 8: 9 full boxes for you

1. **Carefully read and re-read the contents of the downloadable materials** (the worksheet and the BMY template) to ensure that you understand correctly the position and role of each section of the Business Model You (BMY) template structure that you understand and are clear about the differences between the template sections. BMY!
2. **Do not give up, you must be determined and manage to complete answers** for all 9 questions!
3. **If you want to succeed and surely you want it**, it is essential to answer the following questions:
 - § To whom do you want to sell / make available the value created by you/your competence?
 - § What do employers, employees, team, potential customers perceive as the value they receive, your competence?
 - § How can you deliver/make available to your employers, employees, team, potential clients, your value/competence, at a cost convenient to both parties?

4. **Are you on the right track and can already be considered a winner** if you understood and retained who represents the key resources in a personal business model (BM)? Yes, you represent the key resources: your interests, skills, experience, expertise, personality and assets you own or control!
5. **You must motivate yourself, be active, think positive, not give up and reinvent your career by choosing the best path!**
6. **You must allocate from your time if you want to ensure success and success!**

Exercise 10: Prototype your BM

1. **Carefully read and re-read the contents of the downloadable materials** (the worksheet and the BM template) to ensure that you understand correctly the position and role of each section of the Business Model You (BM) template structure that you understand and are clear about the differences between the template sections. BM and how did you learn how to relate BM sections?
2. **Be confident, practice to learn to look at yourself/analyze your profile** as a business and clearly define this "personal business model" - how you will capitalize on your talents and the strengths to develop yourself professionally and personally!
3. **Don't give up, you will definitely be able to complete with your own values, thoughts, assumptions**, all 9 sections of the BM template! You're so close to contouring your personal BM prototype!
4. **Only practicing** you will understand how to manage the advantages offered by the BM template: **flexibility** - allows you to move content from one section to another of the BM template, **visualization** - you have an overview of all the BM sections, **update** - BM can be updated permanently!
5. **Make sure you have defined SMART goals** to model the business idea or career path you want!
6. **Ask for feedback, give feedback, use feedback received, analyze, reflect, revise, and act!**