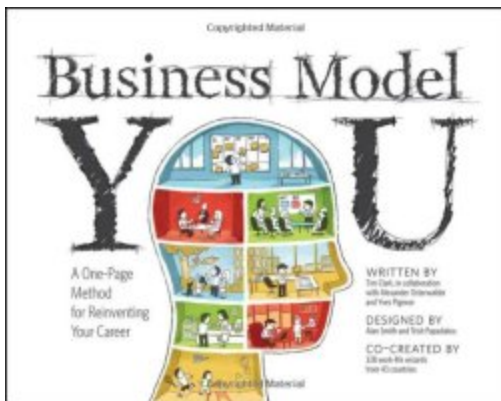


Review Career Choices

Techniques to find your ideal career

Based on training course [Redesign Your Career](#)

Trainer Tim Clark is also author of book [Business Model You](#)



Career Goals

- New Career
- Update Career Position in same Company
- Move to new company position
- Create your own business

Start With Why

Career selection may depend on Why rather than How or What.

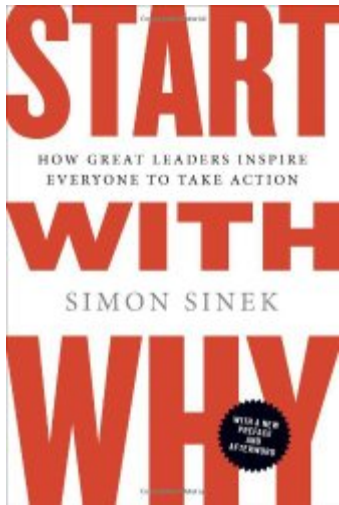
Does your Why suit the company culture?

WHY - Set the vision and inspire.

HOW - How to create based on the vision. Structures, procedures, staffing.

WHAT - What is actually created for customers. Products and services.

Job	Why
Bookkeeper maintain accounts	Provide Managers with information for business decisions



Book: [Start with Why](#): Simon Sinek

What is Work?

- Helping people
- Performing activities
- Completing jobs
- Results of activities create value for business / customers.
- Customers pay for results not activities.

Who are your customers?

What jobs do they need to be completed?

What value do you create by performing work?

Write your work answers down, discuss and develop them.

How does money fit with career goals?

Money is a result of helping people.

More money can be gained by helping more people.

Helping people in a big way also earns more money.

The more you help the more successful you will become.

Passion and Competence

Passion for an activity may not be the ideal career.

Competence, training, skills and experience develop over time. Passion can follow.

Think transferrable skills, industry specific skills and fields of knowledge.

Once competence is gained then customers are willing to pay for it.

Jobs, Work and Professional Identity

Professional identity is independent of your current job title.

Work performed contributes to professional identity.

As work changes into more project based activities then you need to consider your career in an entrepreneur like manner.

Projects can be completed with full time staff and external parties.

Career development should include business understanding and creating value.

Lifeline Discovery Exercise

This final review activity is best completed in groups from 2 to 4 persons.

Start with a blank piece of paper in landscape orientation.

Draw a line across the middle of the paper representing age 0 to current age.

The vertical is positive and negative milestone events.

Add 10 to 25 milestones in your life that were important to you.

Milestones can be personal, professional, social, hobbies, interests, academic and love.

For each milestone add short event description with verbs, location, who was there and how you felt.

Show your completed Exercise with a friend or colleague. Look for trends or common themes.

Are there common interests, personality traits or abilities involved?

Did the milestones occur by oneself, in small groups or larger groups?

Were there preferences in working with things, working with people or intellectual activities?

Note your findings down. Other people can see skills that you may not realise you have.


Which themes created value? Can these valuable themes be developed further?

How could you apply your value to customers?

Name: _____ 's Lifeline

+ High Points

Excitement/Enjoyment



----- Time

- Low Points

BusinessModel7You.com

The image shows a worksheet for a 'Lifeline Discovery Exercise'. It features a header with a name field and the title 'Lifeline'. Below this is a large white area for drawing, bounded by a blue frame. On the left side of this area, there is a vertical axis labeled 'Excitement/Enjoyment' with a stick figure icon. At the top left of the drawing area is a plus sign and the text 'High Points', and at the bottom left is a minus sign and 'Low Points'. A horizontal dashed line runs across the middle of the drawing area, labeled 'Time' at the right end. The bottom right corner of the page contains the website address 'BusinessModel7You.com'.

Purpose Statement

How would live in ideal conditions?

Favourite Activities - 3 or 4	
Which people do you like to spend time with?	
How do you like to help people? Use verbs.	

I would like to help _____ people using _____ activities.

What is Entrepreneurship?

Entrepreneurship is the relentless pursuit of opportunity without regard to resources currently controlled.

How does an organisation sustain itself financially?

Where can you fit in an organisation to develop value?

Review the operational relationships within an organisation.

What can be improved or enhanced?

Modern Entrepreneurship Theory

Business Model theory

The logic of how an organisation creates value for customers and gets paid for it.

Business models require development and testing so that the organisation is sustainable.

Personal business models can be applied to the participants of an organisation.

Entrepreneurship Attributes

What are you really good at?

What do others acknowledge that you do well?

List your current competences.

An idea by itself has little value.

An idea with developed competencies for its execution can succeed.

250+ Transferrable Skills <http://www.matthewb.id.au/career/Career-Choice-Worksheet.html>

SFIA 96 ICT Skills https://www.sfia-online.org/v501/en/publications/summary-chart/at_download/file.pdf

Financial Literacy

A knowledge of how an organisation sustains itself financially is an important skill for your career.

How do you provide value or money to the sustainability of an organisation?

Income Statements show an organisations earnings and costs.

Consider your labour costs and the value you create.

Consider the margin percent made on goods and services.

Consider the volume of goods traded or billable hours.

How could an organisations revenue and costs be improved for greater earnings?

Is there any flexibility in the organisation to allow you to improve your value?

Scalability

The ability of something to adapt to scale up to demands

The ability of something, esp a computer system, to adapt to increased demands

Business Activity	Traditional	Scalable
Books Sales	Physical book sales	eBooks sold worldwide
Music Sales	Physical CD sales	iTunes, Google Play music sales
Consumer Software	Physical CD/DVD media distribution	Download latest version software direct.
Business Forms	Paper form handling	Digital forms and digital processing
Education Course	Classroom delivery	Internet delivery and online real time testing and online forums.
Wholesale Goods	One warehouse distribution	Third party logistics across multiple warehouses worldwide. Remote logistics.
Telephony Provider	Phone system per site	Single VOIP system for multiple remote sites.
Business Software	Site server for application	Cloud Virtual Machine for each client's application.
Magazine Publishing	Physical printing and distribution	Magazines distributed electronically via Apple, Google or Amazon.
Audio, Photo, Drawing, graphic art, video sales	Single client sales	Hosted artwork for Internet connected sales to multiple end users. e.g. iStockPhoto.
Retail Sales	Physical Store	Physical and Online store with 24/7 sales.
Staffing	Average Utilization	High Utilization
Store Checkout	One person per checkout	Self service checkouts in groups
Conference	Physical attendance	Online attendance worldwide
Company Structure	Single Site Headquarters	Global data centres linked to provide for employees and customers around the globe.
Startup Company	Physical premises rented, servers, phone system, local staff etc.	Cloud based computing, software, remote VOIP telephony, virtual offices on demand, group video conferencing, virtual team members located anywhere.

Can you see scalability in your organisation? Does it have scalability potential?

Can you see potential scalability in your activities? Would it make you more valuable?

Which of the four work styles are right for you?

1. Employee
2. Self Employed
3. Business Owner
4. Investor

Each style have different risks and rewards.

Can you run a second workstyle using automation?

- Website digital product sales.
- Website advertising
- Website affiliate marketing.
- eBook author
- Full automation of a common process. e.g. Automate business form submitting with error checking.
- eCommerce merchant using 3rd party logistics.

Why you shouldn't become an entrepreneur

Entrepreneurs have more risks compared to employees.

Many entrepreneurs are simply self employed in non scalable businesses.

When jobs are limited then some people are forced to move to self employed positions.

Some people with high motivation will become entrepreneurs to try and realize their vision.

Long term effort and sacrifice is needed to improve your chances of success.

What are business models? Why are they important?

"A business model describes the logic by which an organization creates and delivers value to customers, and is compensated for doing so."

A business model shows how an organisation operates internally and externally. This can be used by employees, contractors and partners for greater business understanding.

Business model comprehension should be a required skill for long term career management.

The supreme law of business models

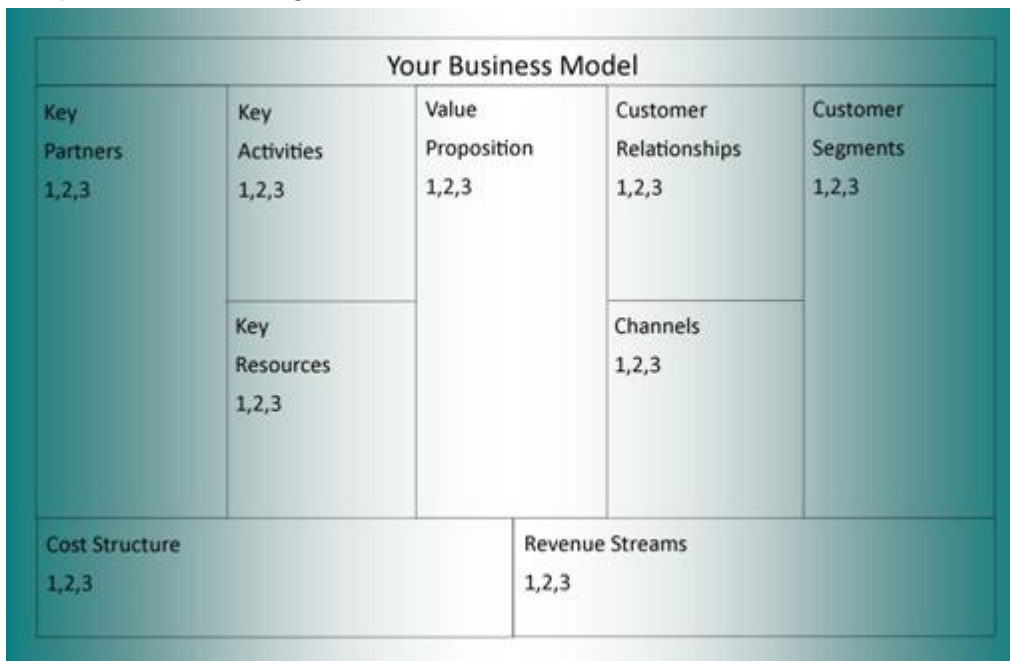
Every organization, regardless of how large or small, has a business model.

This applies to individuals up to 1000s of staff organisations.

The business model may be documented or tacit (left unsaid).

The business model canvas

A business model is the logic by which an organization creates and delivers to customers, and is compensated for doing so.



The left side is internal to the organisation.

The right side is the customer facing side of the organisation.

9 building block for a business model canvas

- **Customer Segment** - Subscriber, Retail, Wholesale, Online Sales, Service Customer, B2B, B2C.
- **Channels** - Awareness, Evaluation, Purchase, Delivery, After Sales.
- **Customer Relationships** - Email, Mail, Telephone, Website, Video Conference, Person to Person.
- **Value Proposition** - Services and Products delivering value to customers.
- **Key Resources** - People, Equipment, Money, Intellectual Property.
- **Key Activities** - Critical activities that make value. Build, Sell, Prepare, Source, Distribute, Perform.
- **Key Partners** - Complements key activities. Suppliers, Logistics, Distributors, Remote Assistants.
- **Cost Structure** - Labour, Building costs, Taxes, Supplies, Energy, Technology costs.
- **Revenue Streams** - Sales, Fee for services, Membership fees, Digital product sales, licensing fees, Sponsorships, event ticket sales, grants, app sales.

Blank Business Model Canvas PDF

http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf

Includes question that prompt ideas for each building block.

Other Resources

<http://www.matthewb.id.au/b/business-model-faq.html> Frequently asked questions.

<http://www.matthewb.id.au/b/business-model-examples.html> 4 industry examples of business models.

<http://www.matthewb.id.au/b/business-model-creator.html> Build your own model quickly.

<http://www.matthewb.id.au/b/business-model-more-information.html> Definitions, Books.

How to Build a Business Model Canvas

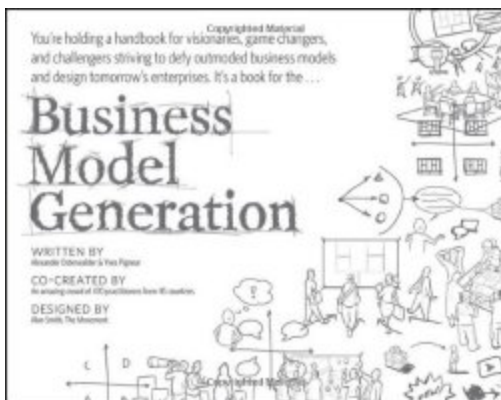
Print a business model on a large piece of paper. Use Post-It notes for business attributes.
Use a blackboard or whiteboard to draw up a business model canvas.
Small groups work best to refine a business model.
Start with Customers, Value Proposition and Channels.
Initially you only need one or two attributes per business model block.

Consider doing a practice business model on a large organisation you are familiar with.
Public listed companies submit documents that can help with business model attributes.
<https://www.sec.gov/edgar.shtml> - U.S Securities and Exchange Commission.
<http://www.asic.gov.au/> - Australian Securities and Investment Commission.

Try making a business model canvas for your own organisation or one you wish to work for.

Where are you in the business model? Is there a more ideal position that you can move to?
How you help with the value proposition?
Can the business model canvas be improved with your help?

Enterprise Business Model Analysis



[Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers](#)

Enterprise Business Model Analysis

Explain your business model in front of a partner or small group. Gather feedback from your colleagues.
Refines your business model as required.
Design a business model first for your biggest Customer Segment.
Secondary Customer Segments / Channels may be coloured differently for clarity.

www.bmfiddle.com Design and share a Business Model Canvas online.

Personal Business Model Canvas

"the logic by which an individual creates and delivers value to customers."

Personal Business Models are best done with peer review.

Consider yourself as a one person enterprise.

Who are you?

What do you have?

What are your main interests? Does your work interest you?

Does your personality like working by oneself, in small groups or large groups? Does your workplace culture suit you? Structured, creative, fixed rules, innovative, set procedures, challenging, group tasks etc.

Are your main skills utilized in your current work? What are the important activities relating to your personal business model that you perform? Which new skills do you see on your radar?

Interests	
Personality	
Skills / Abilities	

9 building block for a personal business model canvas

- **Customer Segment** - immediate team, company department, manager, organisation customers.
- **Channels** - Email, documents, newsletter, reports.
- **Customer Relationships** - person to person, telephone, mail, video conferencing.
- **Value Proposition** - Help create high value products and services.
- **Key Resources** - Tools, labour, education, building, telephony, computers, tablets, smartphones.
- **Key Activities** - Building, selling, completing jobs, manage, teaching, fixing, administering.
- **Key Partners** - Spouse, family, colleagues.
- **Cost Structure** - Housing, telephony costs, Internet costs, vehicle costs, taxes, benefits.
- **Revenue Streams** - Flexibility with time, services sold, products sold, jobs completed payments.

Start with Key Activities listing the most important ones.

Initially one entry per business model building block is sufficient.

Who is your main customer segment?

How do you provide value in depth? What do customer gain from you? Phrase your value proposition in the customer end goals achieved.

What channels do you engage with customers? Website, Pay per click advertising, newsletters, in person interactions etc.

Create a short story of what you do and why.

Are there new customer segments that you could gain? Could you design a new digital scalable channel?

Have your new personal business model peer reviewed. Execute your new personal business model.

Diagnose Your Personal Business Model

Places for improvement:

- Find new customers. Can value be provided to remote customers?
- Increase your value per customer.
- Accept new forms of payment. In kind support, non cash benefits.
- Lower costs. Use more digital options. Automate time consuming processes. Save time.

Work out the pain points and which business model blocks are affected? Can processes work in parallel?

What attributes could you place in the business model for the future?

Can a revised business model be more closely aligned to your interests, personality and skills?

Would a different company structure suit the changing environment? Can a spin off company better pursue new products, services and markets?

Review your business model when:

- Customer behaviours are changing.
- New competitors enter the market
- Technology is changing your industry processes.
- Digital options are improving internal efficiencies.
- Innovation is changing the marketplace.
- The size of the marketplace is changing.
- Your life reaches new milestones.

Testing Your New Business Model

Can you test new business model attributes?

Can a pilot, prototype or trial be set up to test your assumptions?

Most business models **do not** survive customer interaction without some alterations.

PINT Analysis

PINT will help you see what customers want and what creates work that needs to be done.

Use multiple interviews with customers and partners to help confirm new model attributes.

Are people excited about the updated business attributes?

Problems - Something broken or not working well - Solutions

Issues - Nothing broken, but rules and conditions are changing - Insights

Needs - Somethings missing or a desire for something new or different - Resources

Trends - Things are changing or moving in a new direction or people are behaving differently - Positioning Ideas



[The Lean Startup](#)

Customer Development Basics

Customer Development is simply a structured process for acquiring new Customers.

Will customer buy within you new business model?

Are there alternative business models for the same technologies, products and services?

Iterate the business model until the customers are happy and the model is sustainable.

Can a sale be achieved with a minimum viable product?

Search	Customer Discovery
Iterate - test, confirm, pivot on assumptions	Customer Validation
Execution - Marketing for growth	Customer Creation
Execution	Company Building



[The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#)

The key to Career Development

For a business model to work correctly you need a team with the right skills.

A business model will outline the skills categories required.

You need to use your people network and their contacts to gather the necessary skills.

Communication Strengths

1. Email (1)
2. Telephone (10)
3. Person to person meeting (100)

Document your processes in great detail to allow the minimum skills levels to complete tasks with high quality and consistency.

Business Models change over time. Keep yours up to date.

Manage your career proactively. Think like a one person entrepreneur.