Value Proposition Worksheet

Rural Health HIT Workforce Network



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**Rural Health HIT Workforce Network projects:**

* Each grant project is unique to their community and partnerships and each project has three audiences as customers.
  + Students participating in the training
  + On-Site trainers or preceptors providing internship opportunities
  + Workforce organizations for newly trained HIT workforce

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| **Member Organizations:** (list)  **Mission**:  **Vision**:  **Strategic Objectives:** (list) |

**Sustainability is defined as continued viability of the project over time:**

* This includes having services and products that provide value to each of your customers to the extent that they are willing to engage in the service or product with their time and resources.
* People and organizations engage and participate when there is something for them that is valued.

**Value Proposition Designer tool:**

* Articulating the value of the projects by the respective customer is a key to sustainability of the project.
* The Value Proposition Designer tool provides a framework to help you understand each of the customer groups and articulate the value that your project provides to them.

**Briefly complete this description box of your HIT Workforce project:**

# Step 1: Customer Needs Assessment

## It is critical that you understand, from the perspective of your customers, what they are trying to accomplish or achieve. To do this consider the following:

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| Work, Jobs, and ProblemsWhat work or job are your members and students trying to get done or problems they are trying to solve? What functional jobs is your customer trying get done? *(E.g. perform or complete a specific task, solve a specific problem …),* What social jobs is your customer trying to get done? *(E.g. trying to look good, gain power or status …),* What emotional jobs is your customer trying get done? *(e.g. aesthetics, feel good, security …)* |
| Brainstorm a list of work to be done or problems that need solving; consider each of your three audiences; students, preceptors, hiring organizations: |
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Pains and Gains: From the compiled list of your customers’ jobs and problems, brainstorm another list that identifies the Pains and Gains they experience with the associated work or problem.

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| Identify the Customer Student, Preceptor,  Hiring Org | **Customer Pains:** Describe the negative emotions, undesired costs, and situations that your customers experience before, during or after getting the work or job done. *(E.g. What are your customers’ main challenges? What risks do your customers fear? What common mistakes do your members or students make? )* | **Customer Gains:**  Describe the benefits your customers’ desire, or would be surprised by; including functional utility, social gains, positive emotions, and cost savings. *(E.g. What would make your customers work or job easier? How do your customers measure success or failure?)* |
| **List of Pains** | **List of Gains** |
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# Step 2: Identify your Products and Services

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| 1. **Listing of Product or Service**:   What are the products or services **the** Rural Health HIT Workforce Training project is offering to their customers*?* |
| **Title or brief description of Product/Service** |
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Note: This section provides an opportunity to analyze and synthesize the needs of your members into specific products and services that are aligned with your network’s mission and vision. Allow yourself to consider the needs from a fresh look at your customers’ work or jobs and the associated pains and gains they are experiencing or expecting. You may come up with some new ideas.

# Step 3: Write Value Propositions in terms of relieving Pains and creating gains

This section is the hard work of developing value propositions for each audience and product or service. Consider carefully the work you did in Step 1 of this worksheet identifying specific pains or gains. For example the pains or gains that your students experience before they decide to enroll and while they are enrolled. Then ask yourself, “How does our HIT Training course relieve these pains or create gains for the students?”

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| **Relieve Pains:**  Describe how this product or service alleviates student pains. (Intense relief or light relief). *Refer to step 1 of needs assessment in brainstorming the pains.*   * Identify and mark each pain reliever according to the intensity it represents for your members or students as intense relief (+) or light relief (-) | **Create Gains:**  Describe how this product or service creates member gains or reduces negative emotions. (Substantial or insignificant). *Refer to all of the earlier work of brainstorming the gains.*   * Identify and mark each gain creator according to its relevance to your members or students as substantial (+) or insignificant (-) |
| **Product or Service**  **For student, preceptor, or hiring organization?** | |
| **Sample**   * Less expensive e.g. in terms of time, money, or efforts * Make your customers feel better? e.g. kills frustrations, annoyances, things that give them a headache * Put an end to difficulties and challenges your customers encounter? (e.g. make things easier, helping them get done, eliminate resistance * Help your customer’s sleep better at night? e.g. by helping with big issues, diminishing concerns, or eliminating worries * Limit or eradicate common mistakes customers make? e.g. usage mistakes * Get rid of barriers that are keeping your customer from adopting solutions? e.g. lower or no upfront investment costs, flatter learning curve, less resistance to change | **Sample**   * Create savings that make your customer happy? e.g. in terms of time, money and effort * Produce outcomes your customer expects or that go beyond their expectations? e.g. better quality level, more of something, less of something * Make your customer’s job or life easier? e.g. flatter learning curve, usability, accessibility, more services, lower cost of ownership * Do something customers are looking for? (.g. good design, guarantees, specific or more features * Produce positive outcomes matching your customer’s success and failure criteria? e.g. better performance, lower cost * Help make adoption easier e.g. lower cost, lower risk, better quality, less investment |

Makes notes for each of the products “How does this product relieve my customers pains or create gains for my customer?”

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| **Product/Service 1:**  **For student, preceptor, or hiring organization?** | |
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| **Product/Service 2**  **For student, preceptor, or hiring organization?** | |
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| **Product/Service 3**  **For student, preceptor, or hiring organization?** | |
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| **Final Description of the Value Proposition**  Using your insights from relieving pains and creating gains; in a sentence or two:  How do each of the HIT Workforce services benefit or provide value to the members or students that participate and engage in the project? AND is this product/service aligned with the network’s mission, vision, and strategic objective? | | |
| **Product/Service**  **And Audience** | **What is the value proposition of this product or service?** | **Double Check: does this product/service align with your Mission, Vision, and Strategies?** |
|  |  | * Mission: * Vision: * Strategies: |
|  |  | * Mission: * Vision: * Strategies: |
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