Network Sustainability Workshop

Creating a Value Proposition Worksheet Network Business Planning

Rural Health Innovations

NATIONAL RURAL HEALTH RESOURCE CENTER

Creating a Value Proposition Worksheet:
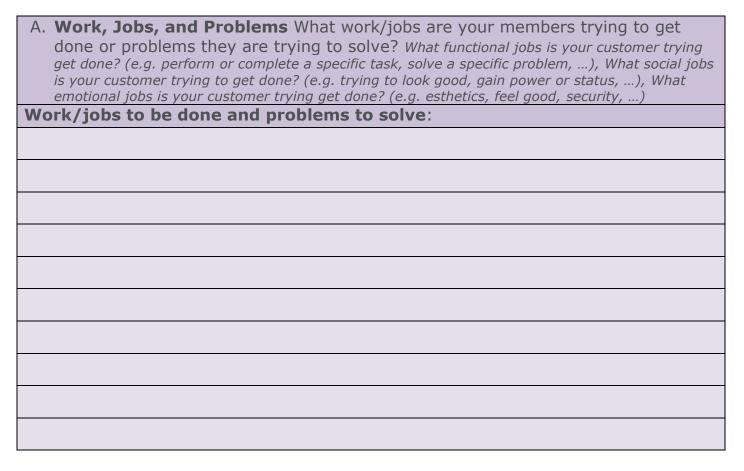
Member Organizations: (list)

Mission:

Vision:

Strategic Objectives: (list)

STEP 1: MEMBER NEEDS ASSESSMENT

Work, Jobs and Problems: Consider your members and brainstorm a list of the jobs they are trying to get done and/or the problems they are trying to solve.

A. **Work, Jobs, and Problems** What work/jobs are your members 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. esthetics, feel good, security, …)*
Work/jobs to be done and problems to solve:

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Pains and Gains: From the compiled list of your members' jobs and problems, brainstorm another list that identifies any Pains and Gains they experience with the associated work or problem. Then rank the Pains and Gains according to their intensity or relevance.

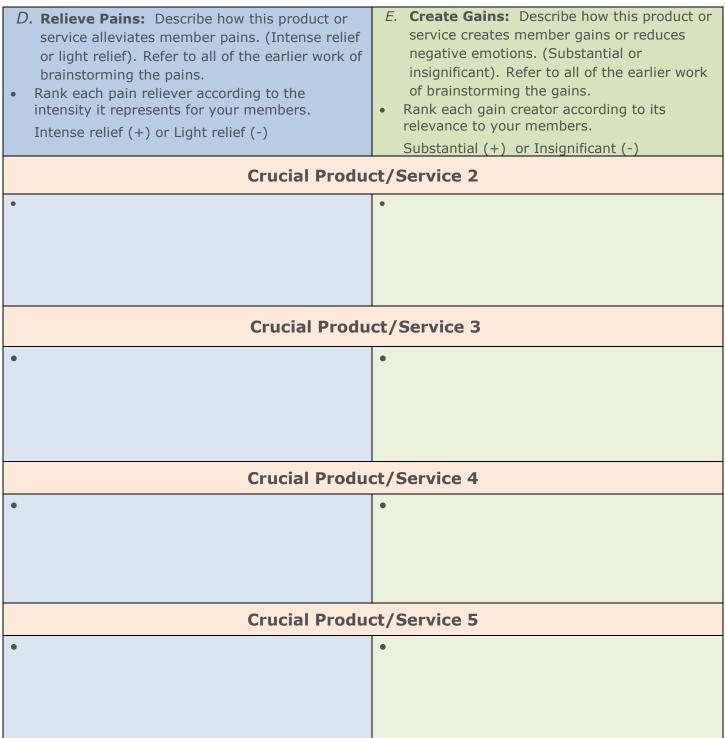| B. **Member Pains:** Describe the negative emotions, undesired costs, and situations that your members experience before, during or after getting the work/job done.		C. **Member Gains:** Describe the benefits your members expect, desire, or would be surprised by; including functional utility, social gains, positive emotions, and cost savings.	
What are your members' main challenges? What risks do your members' fear? What common mistakes do your members make? Rank each pain according to the intensity it represents for your members and how often it occurs. (3=high, 1=low)		What would make your members work/job easier? How do your members measure success or failure? Rank each gain according to its relevance to your members and how often it occurs. (3=substantial, 1= insignificant)	
Rank	**List of Pains**	**Rank**	**List of Gains**

Step 2: Value Proposition

Identifying Potential Products and Services: Based on the brainstormed and prioritized list of Pains and Gains AND considering the organizations' mission, vision, and strategies; *brainstorm a list of possible products or services*. Include the organizations' current products, services, and member benefits along with any new ideas that are generated. *This section requires you 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 member's work/jobs and associated pains/gains. You may come up with some new ideas.

A. **Initial Listing of Potential Business Product or Service**: What is the business product or service that will reduce members' pains and increase members' gains (needs assessment) AND is aligned with the network's mission, vision, and strategic objectives?	
RANK	Name of Product/Service
Rank all products and services according to their importance to your members. (3=crucial or 1=trivial)	

Creating a Value Proposition Worksheet:

Write Value Propositions

This section is the hard work of developing value propositions for each of the products/services. Select each of the products/services above that were identified and ranked as "Crucial" (#3) and write them into the chart below.

B. **Relieve Pains:** Describe how this product or service alleviates member pains. (Intense relief or light relief). Refer to all of the earlier work of brainstorming the pains. • Rank each pain reliever according to the intensity it represents for your members. Intense relief (+) or Light relief (-)	C. **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. • Rank each gain creator according to its relevance to your members. Substantial (+) or Insignificant (-)
Crucial Product/Service 1	
Sample • Produce savings? 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 better sleep 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

Creating a Value Proposition Worksheet:

D. **Relieve Pains:** Describe how this product or service alleviates member pains. (Intense relief or light relief). Refer to all of the earlier work of brainstorming the pains. • Rank each pain reliever according to the intensity it represents for your members. Intense relief (+) or Light relief (-)	E. **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. • Rank each gain creator according to its relevance to your members. Substantial (+) or Insignificant (-)
Crucial Product/Service 2	
•	•
Crucial Product/Service 3	
•	•
Crucial Product/Service 4	
•	•
Crucial Product/Service 5	
•	•

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Creating a Value Proposition Worksheet:

F. **Final Description of Business Product/Service**: What is the business product/service that will meet your members' needs assessment AND is aligned with the network's mission, vision, and strategic obj		
Product/Service	**How does this meet Member Needs and/or Relieve Pains/ Create Gains?**	**Double Check: does this product/service align with your Mission, Vision, and Strategies?**
	•	• Mission: • Vision: • Strategies:
	•	• Mission: • Vision: • Strategies:
	•	• Mission: • Vision: • Strategies:
	•	• Mission: • Vision: • Strategies: