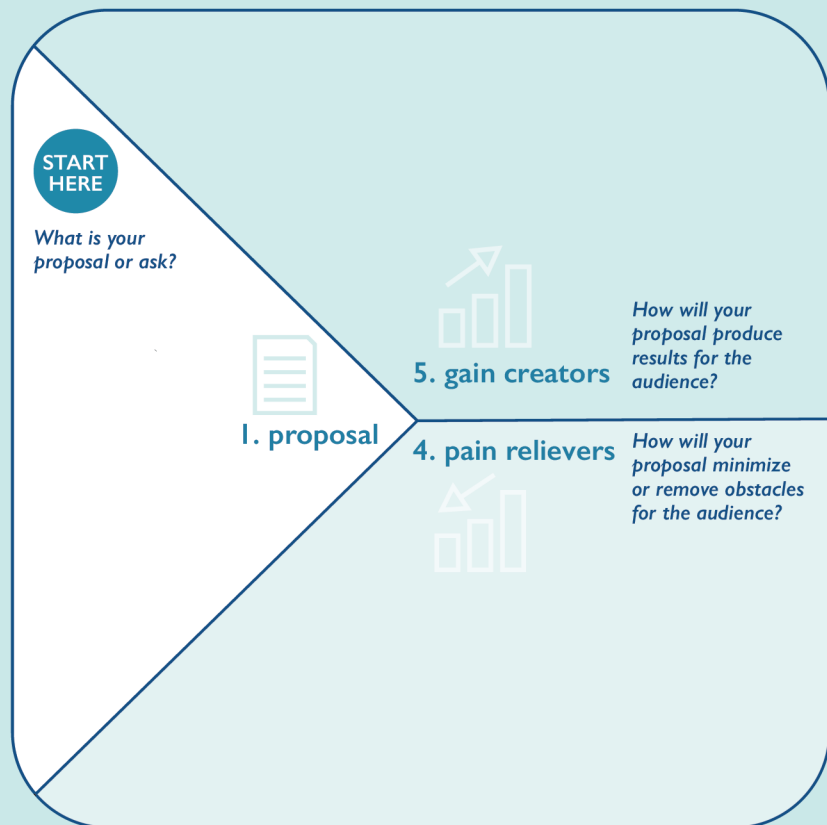




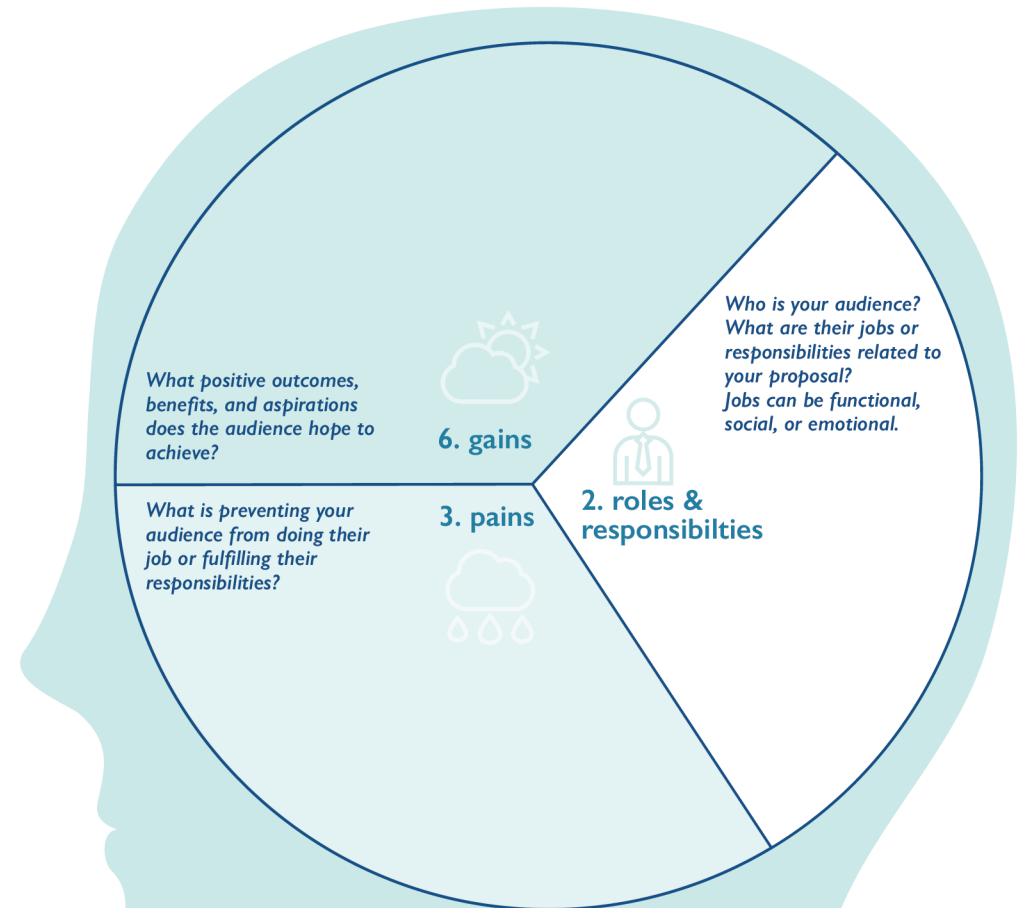
Value Proposition Canvas

See reverse side for detailed instructions

Value Map



Audience Map



7. value proposition:





Value Proposition Canvas Tool

About the Value Proposition Canvas Tool

Originally created by Alexander Osterwalder, the Value Proposition Canvas is both a process to determine whether your proposed project/program provides enough value to your audience for them to use it above alternatives and a tool to define and communicate the specific value that your proposal offers to various audiences. **It is important to define the value that public health modernization projects and programs can bring to community partners.** After completing the value proposition canvas, work through the *Communication Planning Template* (Step 1, Critical Strategy 3) to identify key messages that will be used with each of your audiences.

Applying the Tool

When using the Value Proposition Canvas, follow the suggested sequence depicted in the graphic. Please note that this process is iterative, and may require a non-linear approach.



Step 1: Proposal

Describe the program/project including what it is, how it is implemented, and what you're asking of the audience



Step 2: Roles & Responsibilities

Outline roles and responsibilities of your audience. What are they responsible for achieving within their jobs or positions?



Step 3: Pains

What prevents the audience from fulfilling their responsibilities? (e.g. resources, fears, or capacity)



Step 4: Pain Relievers

How does the proposal address the fears and limitations of the audience?



Step 5: Gain Creators

Describe the specific benefits of your proposal. What benefits and results will your proposal produce?



Step 6: Gains

What does the audience want/need to achieve the responsibilities within their roles?



Step 7: Value Proposition

Synthesize the information on both maps to articulate the proposed value that your program/project brings to the target audience

Step 8: Reflect

Does your proposal provide enough value to your audience for them to pursue it above other alternatives, one of which is doing nothing? If it **does**, proceed to the *Communication Planning Template*. If it **does not** provide significant value, consider modifying your proposal to better address the pains and gains of your target audience.

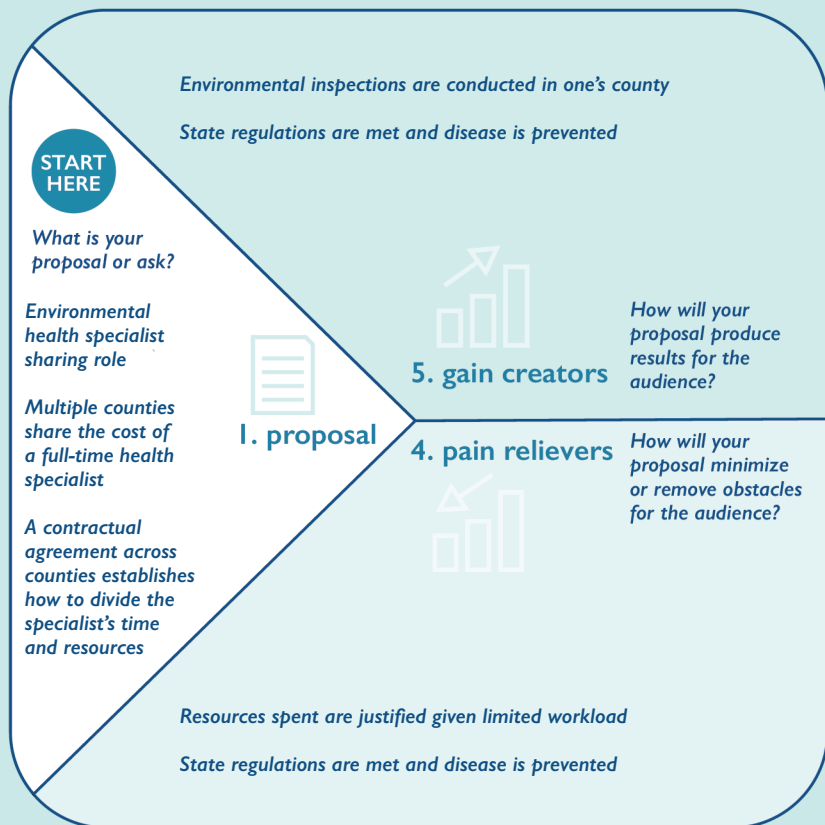


Value Proposition Canvas

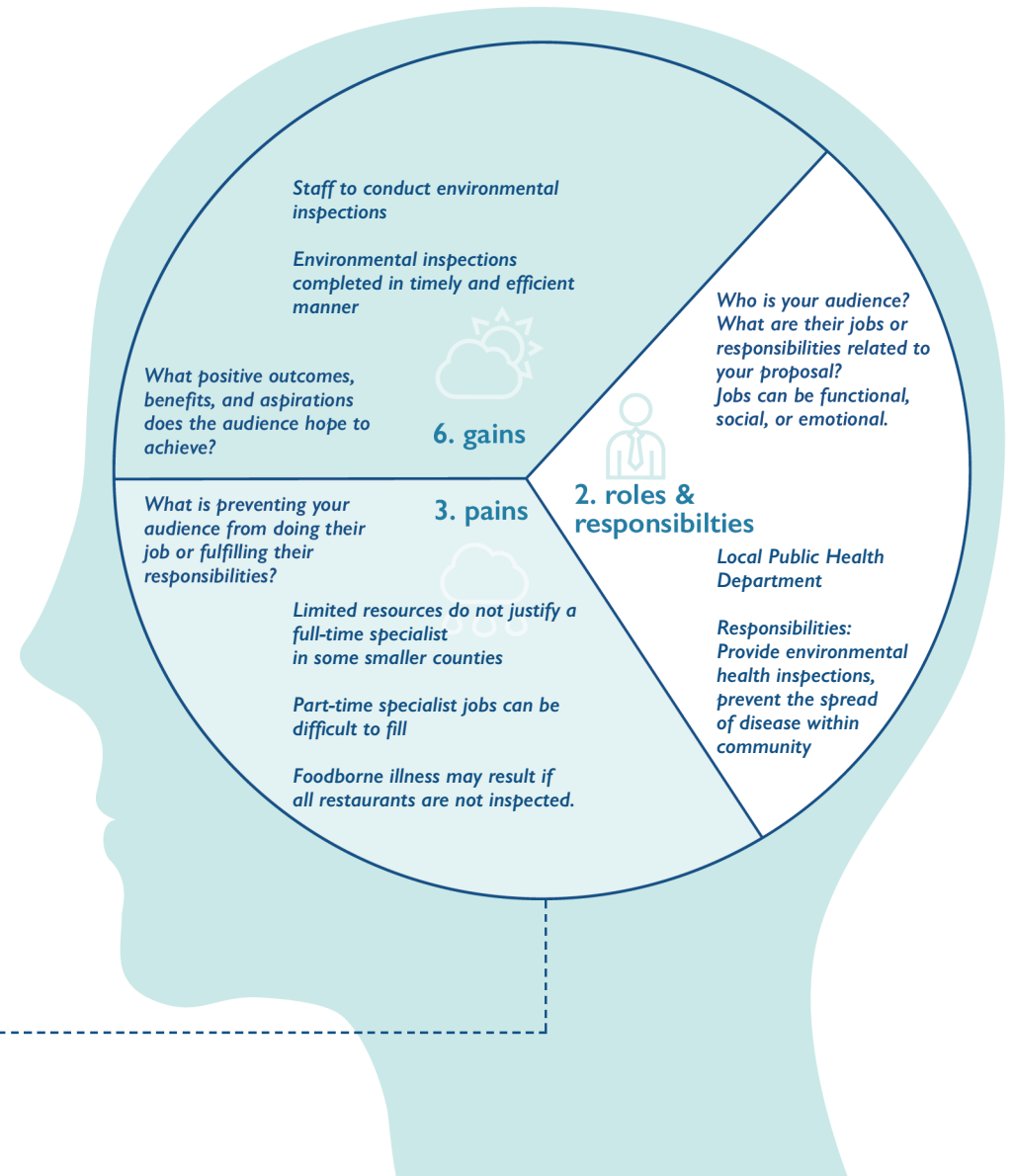
See reverse side for detailed instructions

Example: Demonstrating the Value of Sharing an Environmental Health Specialist

Value Map



Audience Map



7. value proposition: Sharing an environmental health specialist will allow the local health departments to meet state regulations by conducting inspections in their community, prevent disease in the community, and use resources efficiently within their department.

END
HERE

