COMMUNICATION PLANNING

Value Proposition Canvas

See reverse side for detailed instructions



Value Map START HERE What is your proposal or ask? How will your proposal produce results for the 5. gain creators audience? I. proposal How will your 4. pain relievers proposal minimize or remove obstacles for the audience? 7. value proposition:

Audience Map Who is your audience? What are their jobs or responsibilities related to your proposal? What positive outcomes, Jobs can be functional, benefits, and aspirations social, or emotional. does the audience hope to 6. gains achieve? 2. roles & What is preventing your 3. pains responsibilties audience from doing their job or fulfilling their responsibilities?

CLHO Public Health Modernization Roadmap Step I: Prepare for change & plan for success, Critical Strategy 3: Plan communications



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 if 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 addresses 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.

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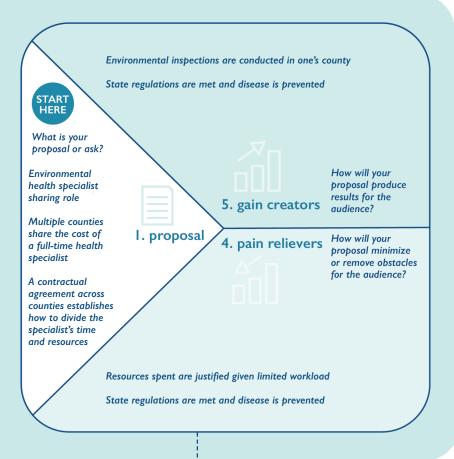
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Example: Demonstrating the Value of Sharing an Environmental Health Specialist

Value Map Audience Map



Staff to conduct environmental inspections **Environmental inspections** completed in timely and efficient Who is your audience? manner What are their jobs or responsibilities related to your proposal? What positive outcomes, lobs can be functional, benefits, and aspirations social, or emotional. does the audience hope to 6. gains achieve? 2. roles & What is preventing your 3. pains responsibilties audience from doing their job or fulfilling their Local Public Health responsibilities? Department Limited resources do not justify a Responsibilities: full-time specialist Provide environmental in some smaller counties health inspections, prevent the spread Part-time specialist jobs can be of disease within difficult to fill community Foodborne illness may result if all restaurants are not inspected.

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.



