

Session 5 – Personal Model Canvas

“The sun does not forget a village just because it is small.”

African Proverb

“Strategy is better than strength. Meaning: Integrity is better than intelligence. Wisdom is better than wealth.”

African Proverb

Objectives of the Topic

By the end of this session, you will be able to:

- Recognise the importance of being strategic to achieve your employment, entrepreneurship, or self-employment goals
- Learn about the Personal Model Canvas (PMC) as a strategic framework and as a tool to develop a clear career path

Introduction

Making your own career as an entrepreneur might be a better option than job hunting. Much entrepreneurship work requires some knowledge of digital. Digital literacy has become a new essential skill set for potential employees as well as start-ups. Fresh graduates may now be better prepared for an increasingly digital world of work. Moreover, the number of young people wanting to work from home also grows, especially after Covid-19 experiences.

So, what is your path?

- **A job** - A job can be just going to work to earn a salary.
- **A career** - A career means that each job, experience, and training program is helping you advance towards reaching your goal, increasing your pay, or enhancing your responsibility.
- **A Business** - A business comes with hardship, skills, endurance, risk-taking and creativity, amongst others. The willingness to sacrifice and accept that life is no straight line is central. The real difference between the three choices is **attitude**. People who want a career or see themselves running a business are always thinking about their personal long-term goal; job hunters are absorbed in the daily hassles of life.

Key Reading 1: Knowing yourself determines your path

You will be familiar with academic intelligence, shaped and strengthened during school and formal education and measured by tests and exams. There is also Emotional Intelligence (EI). Understanding and improving your EI will help you to succeed in business. EI is shaped through life experience and it shapes lives' experience.

EI consists of 4 interdependent Pillars¹:

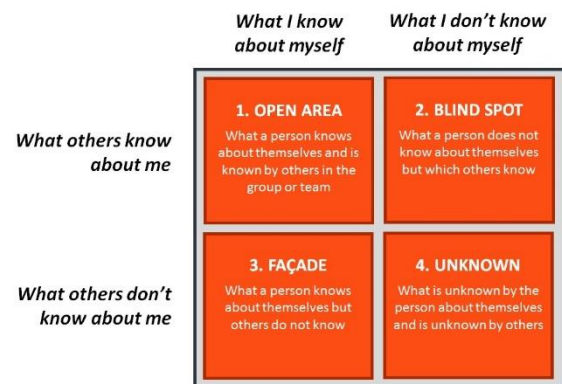


This flowchart demonstrates that the foundation of strong EI is built on your self-awareness. The more you know yourself and are aware of yourself, the better you can manage and improve yourself, which will allow you to engage with people around you in a more observant and caring, fashion. With strong social skills you will inspire, influence and lead people better.

Model – Johari Window:

This model confirms that the greater the 'Open Area' the more accessible one becomes and the higher confidence levels are. We all have our personal secrets or 'Facades', and this is not to say don't have any, but try and reduce them. Secrets do have a tendency to unexpectedly blow up and hurt one's reputation. You can reduce the area known as the 'Blind Spot' through obtaining feedback from people you trust. The more you **reflect** on yourself, take time out and meditate, the better you will know yourself and allow others to know you.

The Johari Window



¹ <http://www.danielgoleman.info/topics/emotional-intelligence/>

Key Reading 2: Describing the How – What is a Strategy?

Knowing yourself will help you to determine your path. The next challenge will be to decide on the HOW to go about following your path. You will frequently discuss WHAT it is you intend doing, HOW you want to achieve what you set out to do is usually a discussion you will have with yourself. Your skills, interests and talents may get you employed from job to job, but you should combine that with knowing (asking HOW and WHY) where you want to get to eventually and how you will build your career or a business.

Simply put, strategy is the description of a path, including its destination. HOW do I intend to achieve WHAT I have set out to do is the question you should ask yourself all the time.

Whilst even the greatest brains and business leaders comment on what a **strategy** is, there is no widely accepted definition of what strategy really is.¹ One reason for this is that people often make strategy seem very complicated, yet it is not rocket science! For instance, some people believe that you must analyse the present carefully, forecast changes in your market or industry and be able to predict obstacles along your career path, and, from this, plan how you'll succeed in the future. Meanwhile, others think that the future holds such a varied range of opportunities that they prefer to allow for their strategies to evolve as they move along their path.

Even if you are agreed upon your Goal (WHAT - job, career, business) and you have mapped out your strategy (HOW you intend on getting there) you will still need to choose the best tactic at the right time and circumstance (WHY do you do WHAT you do when you do WHAT you do).

In an organisation or company, the strategy is determined and safeguarded by the Board of Directors, while the management identifies the tactics for implementation by the junior officers and employees.

Key Reading 3: Your Guiding Model – Personal Model Canvas

In essence, the Personal Model Canvas (PMC)¹ helps people define their personal life model as if they were a business. You can navigate the model, whether you are an employment seeker, career builder or aspiring entrepreneur, to discover your strategic understanding (WHAT), visually create your networks, skills, activities, resources, and value propositions (WHY and HOW). The PMC enables you to develop a dynamic view of your outlook onto yourself.

The PMC can also help you to re-invent your career path and identify new and emerging opportunities. By going through the building blocks and the related questions, the PMC helps you to (re)discover insights and facets you may have overlooked. Usually, after several attempts working on the PMC, you can find new paths or areas of interest for yourself.¹

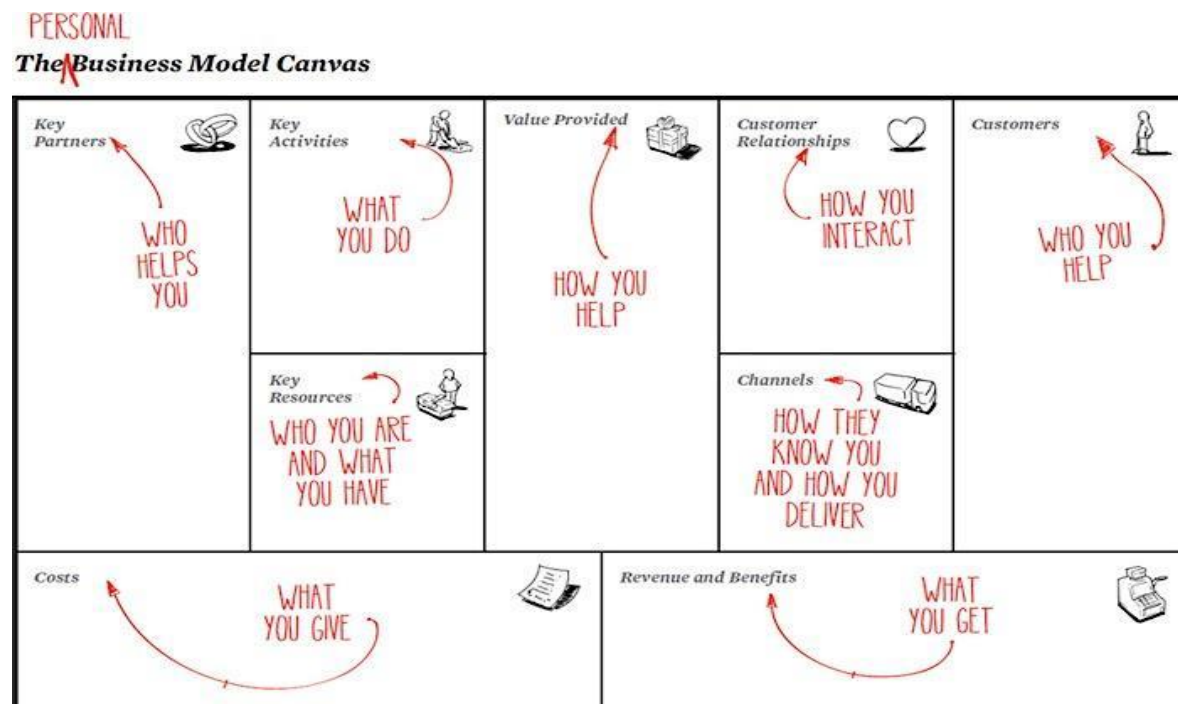
The PMC is a dynamic document that is flexible and adjustable according to:

- New information gathered
- New insights gained
- Choices and decisions, or sets of tactics, taken to shape you

As your strategy evolves, it will also be influenced by your values, activities, assets, partners, etc. With the PMC on hand, you can identify your strengths, weaknesses, opportunities, and threats. You can now clearly define your career path and how you can add value, maybe to a hiring company or your own enterprise, create an attention-grabbing CV or company profile, facilitate the creation of a personal brand and think through the strategic answers to key interview questions.

Give it a try! You might be surprised!

Figure 1: The PMC



Box 1: The Nine Blocks of PMC²

- **Who helps you** – Your personal and business network that helps you and supports you in your career goals (family, friends, boss, mentors ...)?
- **What you do** – What kind of activities do you perform Topic and what defines your occupation (designing, teaching, calculating, writing, managing ...)
- **How you help** – What kind of a problem are you solving for employers/customers and how you help them achieve their goals (lower risk, better performance, stronger brand ...)
- **How you interact** – What kind of a relationship you have with your employers/customers and how you interact with them on a Topic basis (personal service, communicating online, etc.)
- **Whom you help** – What type of organisations you can help best
- **Who you are & what you have** – Your talents, the type of work you like and resources you have that can help you achieve your career goals.
- **How they know you & how you deliver** – How can potential employer/customers find out about you, how can they hire you, the way you provide work and services, and how you make sure your employers are satisfied
- **What you get** – What you get paid for, how much and what are the other benefits you enjoy
- **What you give** – Soft- and hardcore costs related to performing activities, like your time, energy, stress, commuting etc.

End of Session Practical

- From memory try to list the nine blocks of the BMC
- Create your own BMC and team up to discuss it with other participants
- You can then reconsider your strategy, and do refer to the questions above

Self-Reflection:

Visualise and internalize your PMC. Let it inspire and keep you moving towards the career path you have chosen for yourself until you achieve your goal

²Source: : <https://agileleanlife.com/business-model-you/>