

Value Proposition Canvas

Purpose

Use this template to create messaging that puts your audience first, rooted in real human insight and structured around the progress people are trying to make. It helps you answer your audience's ultimate question: "**What's in it for me?**"

Critical Insight

"Inspirational quote that brings insights to life"

For

(AUDIENCE)

who are trying to

(PROGRESS TO BE MADE)

our

(PROGRAM OR SERVICE)

helps

(BENEFIT)

so you can

(WHAT'S IN IT FOR ME)

Example:

For adults without a higher education who are looking to secure a stable, fulfilling job, our jobs resources and trainings help you get the skills you need to land the job you want, so you can achieve the goals you want to reach for yourself and your family.



Turn insights into action with the
C+E Lab's people-first approach.

