

A BUSINESS MODEL CANVAS, SELF-BELIEF & ACCOUNTABILITY

Useful tools for one
journey into scicomm
business

Claire Harris

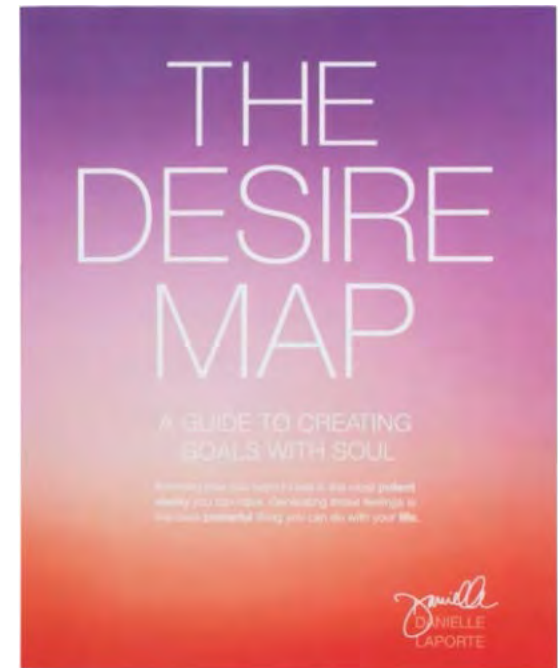
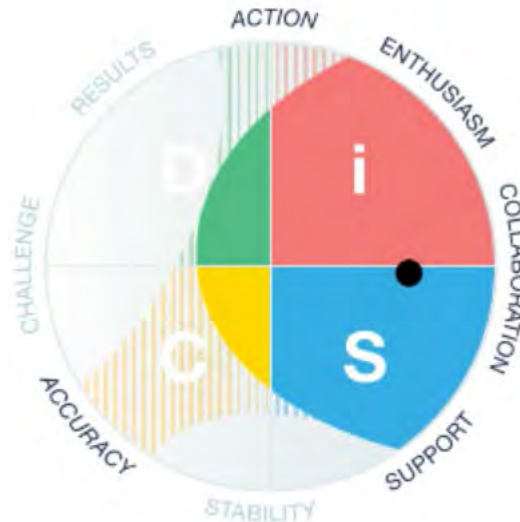
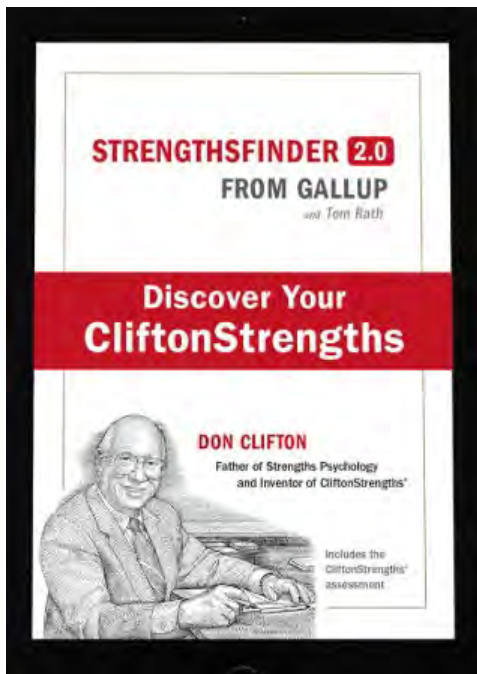
ASC2020



SMALL BUSINESS IN AUS

- Over 90% of Australian businesses are small businesses
- Small business = <\$2mill turnover or <20 employees
 - ** And 97% are micro business = 0-4 employees
- Account for 33% of Australia's GDP
- Employ over 40% of Australia's workforce

1. WHO ARE YOU?



How do you want to feel?
INTRODUCTION TO THE BUSSEL MAP



A large sheet of paper with a grid of 16 hand-drawn shapes, each containing a handwritten adjective. The adjectives are: Dynamic, Aligned, Connected, Fierce, Relaxed, Strong, Abundant, Daring, Bold, Authentic, Boundless, Playful, Fueled, Resilient, Ease, Empowered, Rooted, Tenacious, and Vibrant.

2. GETTING OUT AND SHAKING IT UP

Meeting new people, getting inspired



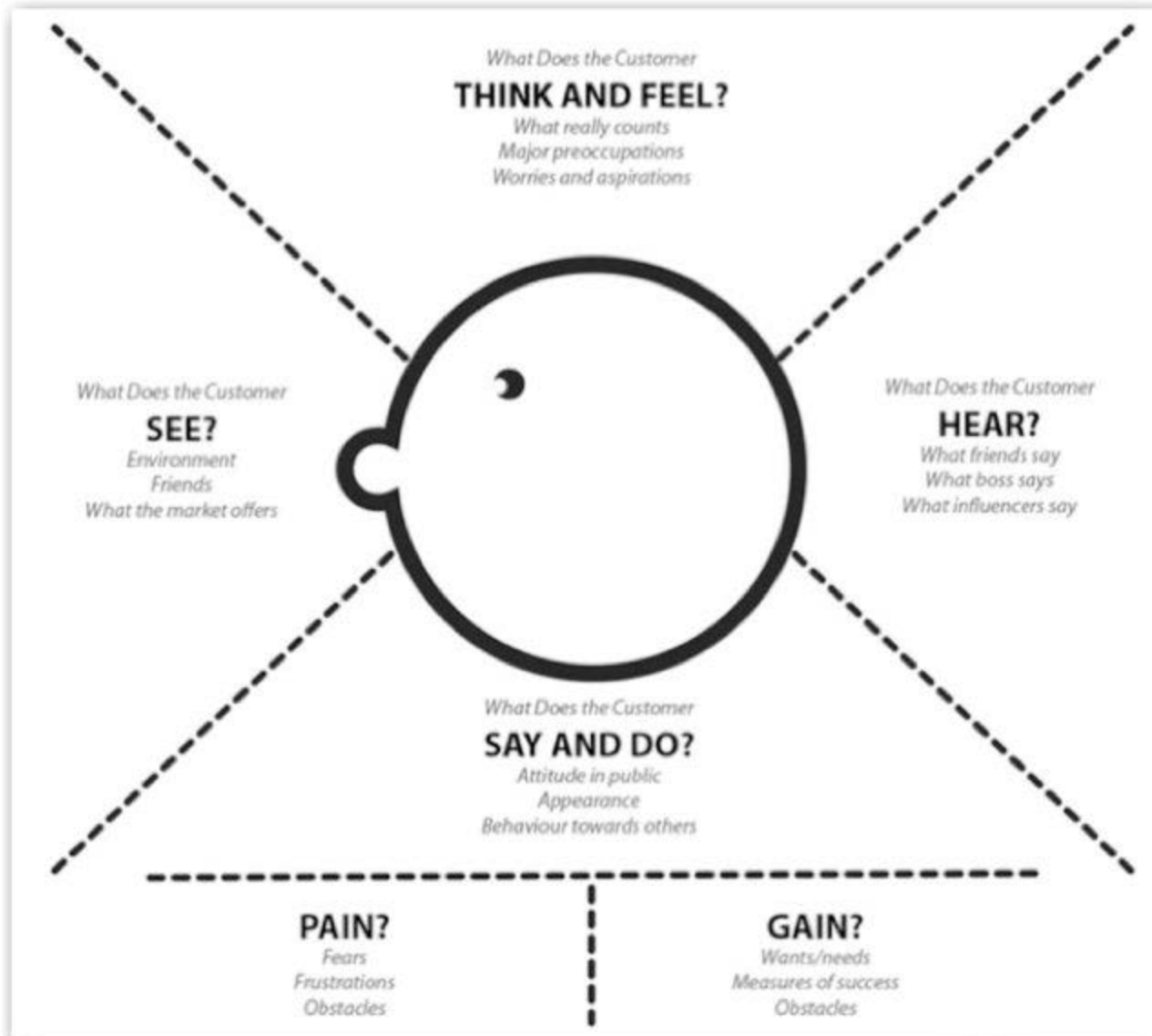
World record being broken for biggest breakfast in bed party





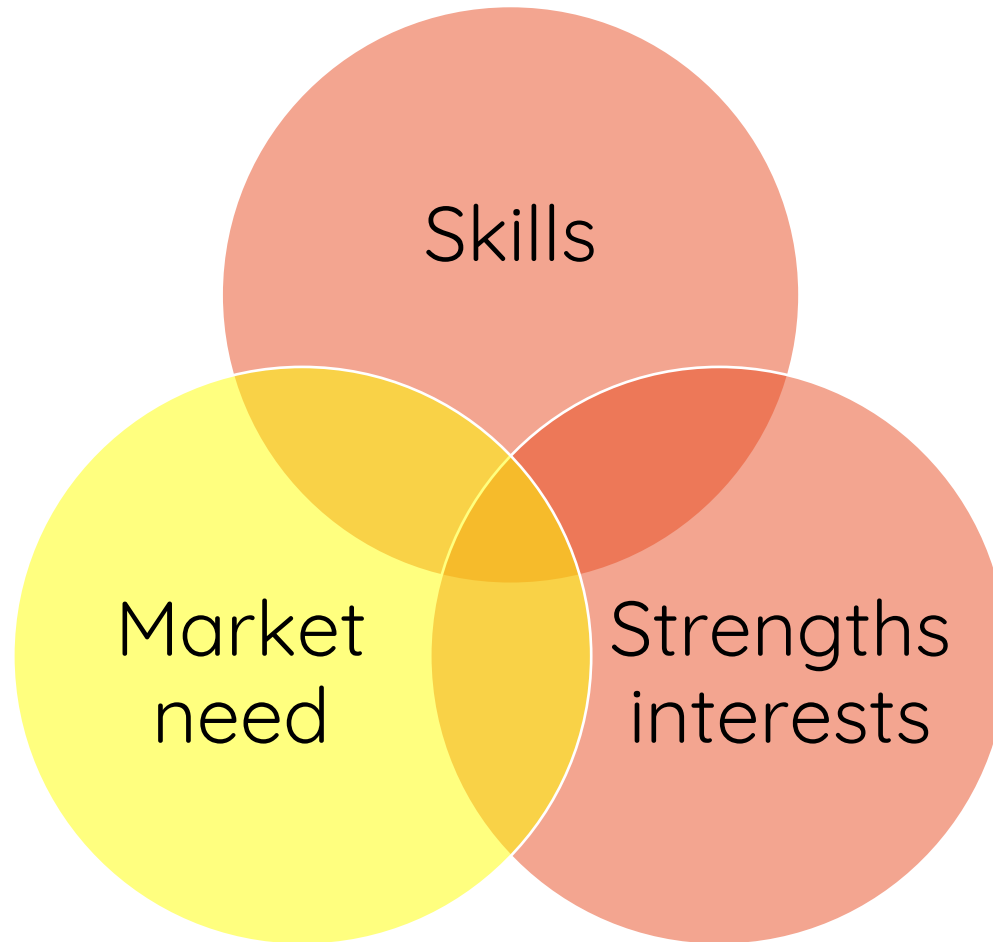
3. TALKING TO POTENTIAL BUYERS

- Different customer segments?
- What are their pains (that you can take away)?
- Wants/needs. Start to explore what is in focus now for them.
- Be customer-centric



Empathy Map, XPLANE

4. FINDING A SWEET SPOT



Business model canvas – a brilliant tool for fleshing out the sweet spot and seeing how your products fit together

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
COST STRUCTURE <i>List your fixed and variable costs.</i>		REVENUE STREAMS <i>List your sources of revenue.</i>		

5. DEFINING SUCCESS FOR YOU

“Success is liking yourself, liking what you do, and liking how you do it”

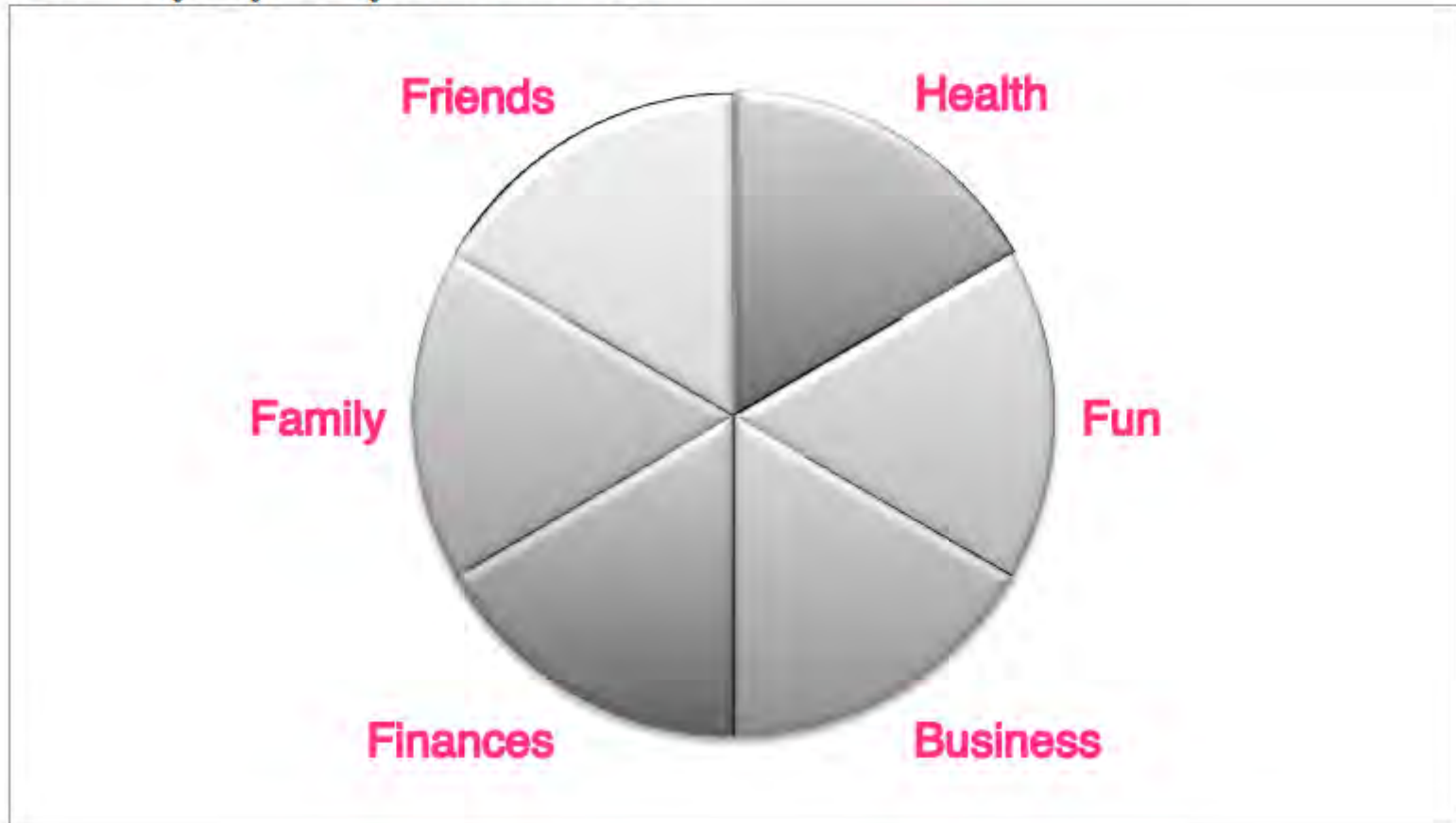
Mary Angelou



I'd change this to 'loving' rather than 'liking' but it's all about finding what is right for you!

Annual Goal Setting Worksheet

Wheel of Life Self Assessment Tool



6. GETTING INTO ACTION



Goals and metrics

Break-down of key sub-projects

Main projects

Due date and status

Task/Project	Start Date	End Date	Status
Project A	2023-01-01	2023-03-31	Completed
Project B	2023-02-01	2023-04-30	In Progress
Project C	2023-03-01	2023-05-31	Not Started
Project D	2023-04-01	2023-06-30	In Progress
Project E	2023-05-01	2023-07-31	Not Started
Project F	2023-06-01	2023-08-31	In Progress
Project G	2023-07-01	2023-09-30	Not Started
Project H	2023-08-01	2023-10-31	In Progress
Project I	2023-09-01	2023-11-30	Not Started
Project J	2023-10-01	2023-12-31	In Progress

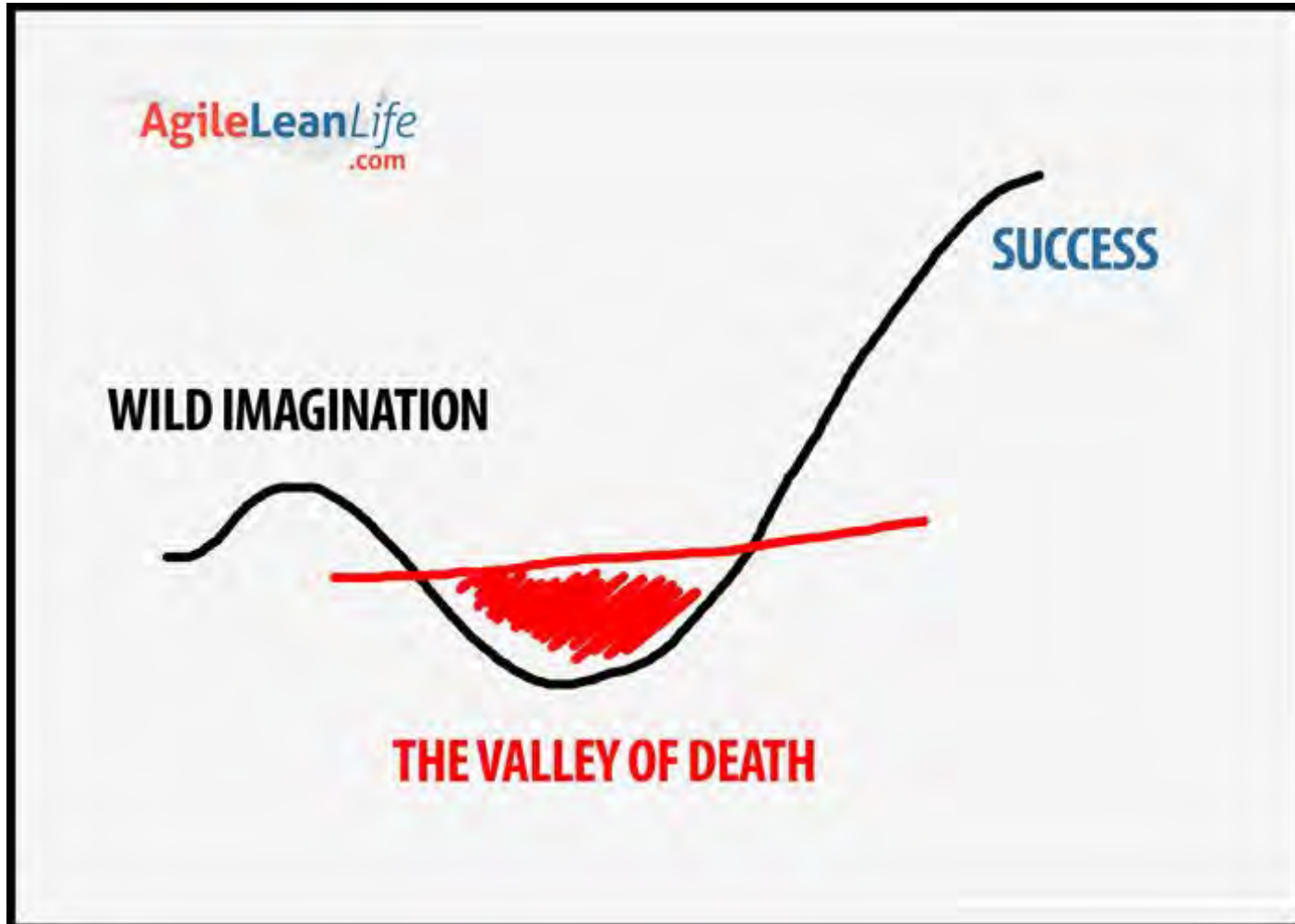
7. PAYING ATTENTION TO YOUR RHYTHMS

- When do you feel most energetic?
- What triggers do you have for being most effective?
- Do you need to inject exercise, meditation, a call with your friend into your day? (HINT: answer is yes)
- What commitments do you have that play into your daily rhythms?

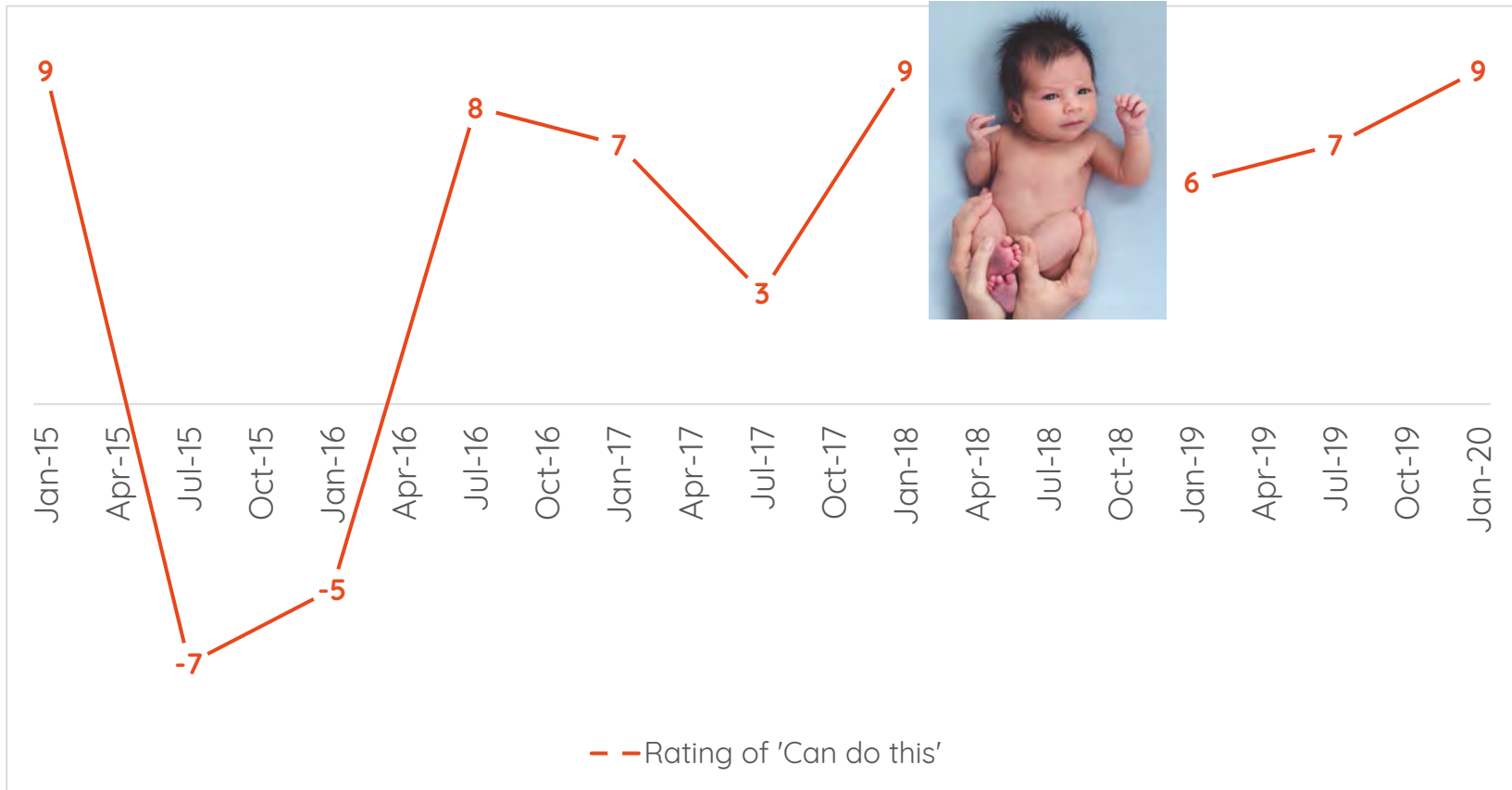


Sean Ogle from Location Rebel talking about the perfect day exercise; a way to understand what you really want to work on, how much time you want to be working, and how you want to feel day-to-day

8. GETTING OUT OF THE VALLEYS



CLAIRE'S BUSINESS PATHWAY?



9. FINDING YOUR TRIBE



Find people that 'get you', can support you and inspire you. This is Live Your Legend, Sydney



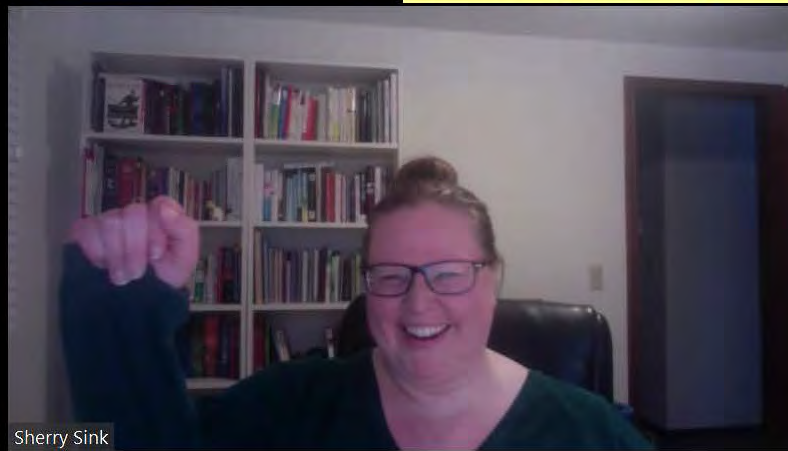
Popup café coworking



10. ACCOUNTABILITY



(ALSO A CHEER SQUAD)



TOOLS

1. Who are you?
2. Getting out and shaking it up
3. Talking to potential buyers
4. Finding a sweet spot
5. Defining success for you
6. Getting into action
7. Paying attention to your rhythms
8. Getting out of the valleys
9. Finding your tribe
10. Accountability

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future."

Steve Jobs

I mostly agree with Steve Jobs but believe that with self-awareness and constantly learning and reflecting you can set yourself up for future work

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