

**IDENTIFYING YOUR
VALUE PROPOSITION
WORKBOOK**

MAPPING VALUE

Use this template to compare the social elements of your enterprise with those of your closest competitor.

HIERARCHY OF VALUE	Your Social Enterprise	The Closest Alternative
Social Impact Elements		
Life Changing Elements		
Emotional Elements		
Functional Elements		

STAKEHOLDER VALUE CANVAS

Use this template to determine the different types of value your enterprise generates for stakeholder groups.

	Board Members	Investors, Funders or Donors	Employees and Volunteers	Paying Customers	Consumers or Beneficiaries
Customer Value	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Financial Value	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Operational Value	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Social Value	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

VALUE PROPOSITION NARRATIVE

Use this template to outline the different types of value generated by your organization.

CUSTOMER VALUE

OPERATIONAL VALUE

**VALUE
PROPOSITION**

FINANCIAL VALUE

SOCIAL VALUE