

# Your Value Proposition Canvas



## Employer Needs

Jobs – What needs to be done?

Pains – What would they pay to fix?

Gains – What would grow their business?

Opportunities – What do they offer that you want?



## Your Strengths

Skills – What do you know how to do?

Knowledge – What are you aware of?

Attributes/Non-Technical Strengths

Accomplishments – What have you done?

