

## 9 Conversations

Tell the story of your new business

### SESSION GUIDANCE NOTES

Step 6: Key partners, activities and resources

#### Guiding questions

Who will be my key partners?

What will be my key activities?

What will be my key resources?

#### Objectives

The main aim of this session is to fill in the BMC sectors on customer relations and channels.

#### Aims

- To work out how I will spend my time
- Be able to explain which parts of my business I need to outsource
- Be able to explain who I will be in contact with to carry out my business
- Be able to explain what resources I will need to carry out my business (financial, human and physical)
- Be able to present or critique the BMC of two participants

## Agenda in minutes

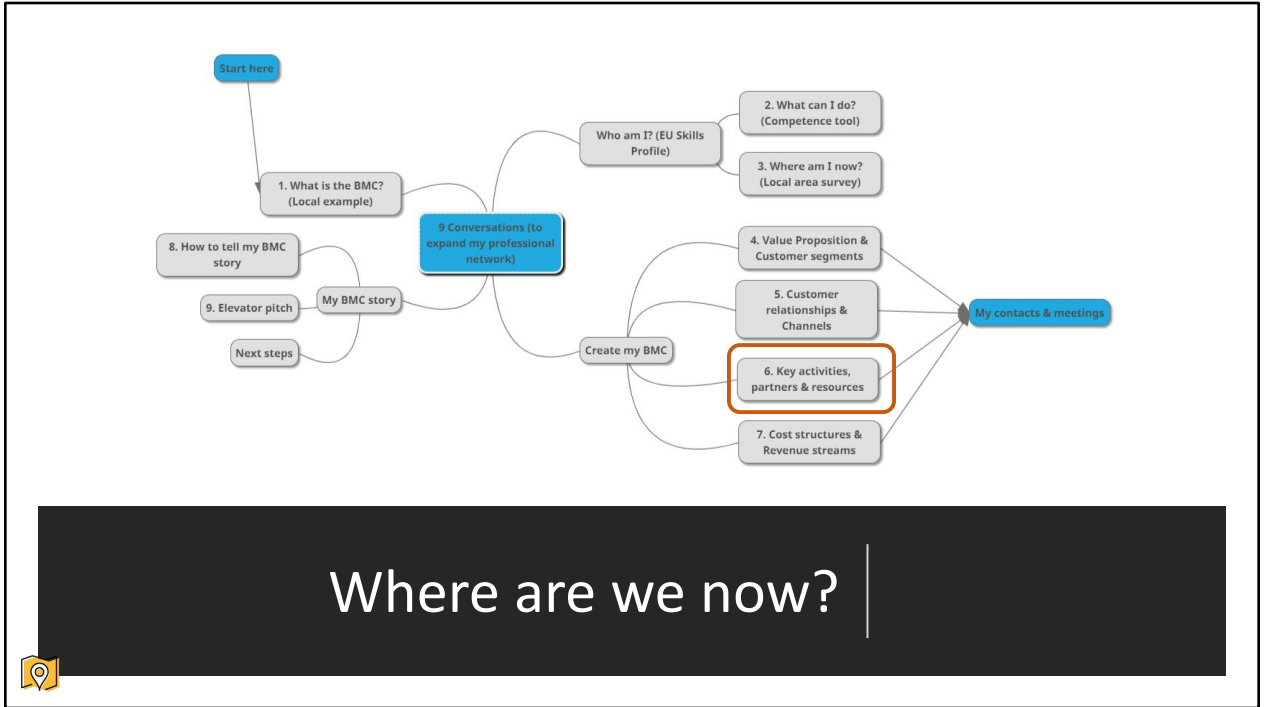
Where we are now	5
Expectations	5
Key resources	25
Key activities	25
Key partners	25
Add these to BMC	20
Contacts and meetings	10
Wrap up (diary etc)	5



### SESSION GUIDANCE NOTES

The group may decide to spend more time in some areas and less time on other areas.

The green highlight is the participant led discussion part of the session.



## Where are we now?

### SESSION GUIDANCE NOTES

5 minutes

Confirm the 9-week programme using the diagram and offer flexibility of the steps.



### **SESSION GUIDANCE NOTES**

5 minutes

#### **Preparation**

Replace the image on the right with a copy of the expectations agreed by the group.

#### **Activity**

Remember your agreed expectations and contributions.

Are we on the right track to meet these?

Do the expectations need to be amended?

# Key resources

Which key resources does our value proposition need?

Our distribution channels?

Our customer relations?

Our income streams?

## Resource types

Physical

Intangible resources and rights  
(patents, copyrights, data)

Human

Financial



## SESSION GUIDANCE NOTES

25 minutes

\*Key slide\*

Participants should think in detail about their most important resources by answering the questions on the slide.

What is the connection between this BMC sector and those we looked at before? You can get more ideas from pages 34-35 in the free trial of the Business Model Generation book.

If you do not understand some of the questions, try to figure it out together.

## Key activities

Which key activities does our value proposition require?

Our distribution channels?

Our customer relations?

Our income stream?

### Categories

Production

Problem solving

Platform/network



### SESSION GUIDANCE NOTES

25 minutes

\*Key slide\*

Participants should think in detail about their main activities by answering the questions on the slide.

What is the connection between this BMC sector and those we looked at before? You can get more ideas from pages 36-37 in the free trial of the Business Model Generation book.

If you do not understand some of the questions, try to figure it out together.

# Key partners



Who are our key partners?

Who are our most important suppliers?

Which key resources do we source from our partners?

Which key activities are carried out by our partners?

## **Why partnerships?**

Optimization and economy

Minimizing risk and uncertainty

Acquisition of specific resources and activities



## **SESSION GUIDANCE NOTES**

25 minutes

\*Key slide\*

Participants should think in detail about their main partners by answering the questions on the slide.

What is the connection between this BMC sector and those we looked at before? You can get more ideas from pages 38-39 in the free trial of the Business Model Generation book.

If you do not understand some of the questions, try to figure it out together.

## Business Model Canvas example



### **SESSION GUIDANCE NOTES**

20 minutes

#### **Preparation**

Remember to replace the video with a local example.

#### **Activity**

Can we add some post-its to a BMC template?

Discuss what the key partners, activities and resources are likely to be in the local case study.

Add ideas for key partners, resources and activities to your BMC.

Discuss with colleagues what you have added..



## Contact and meetings

- Meetings
- Email
- Phone



### SESSION GUIDANCE NOTES

10 minutes

How are you going to find out more about your key partners, activities and resources?

Share challenges in making contacts eg language challenges, cultural differences  
Share advice on how to find useful information and how to make contacts  
Report back on useful local sources of information, meetings or phone calls completed.

#### **Standard prompts for expanding your network**

Think about who might be able to help you add details to your BMC.

Time to talk about contacts and meetings that need to be set up before next week.

Talk about how to find out about relevant people and organisations to contact about your business idea.

Exchange ideas about how to find out about local information eg libraries, online portals and so on.

How will you keep records of who you have contacted and what the result was.

This is important to set up from the beginning.

More advice on networking here:

<https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking-making-connections-that-will-pay-off>

Report back on useful local sources of information, meetings or phone calls completed.

Check that record keeping of contacts is working.

This is linked to the main 9 Conversations badge as participants must be able to document at least three new useful contacts in order to get the overall programme badge.



### **SESSION GUIDANCE NOTES**

5 minutes

Quick round in the group using the prompt questions below.

You can also make your own notes about each session in your learning diary, at the bottom of this page or some other way.

#### **\*Prompt questions\***

Describe something you learned in this session.

Describe something that puzzled you in this session.

Describe something that one of your group colleagues did or said that you found helpful.

Describe something you want to find out more about as a result of today's session.

How could the session be improved? Consider telling the facilitator.

What progress have you made on your personal BMC?

How are you meeting your SMART goal?

## Future meetings

We will be meeting at [location, date and time]

- Date, location
- Date, location



### SESSION GUIDANCE NOTES

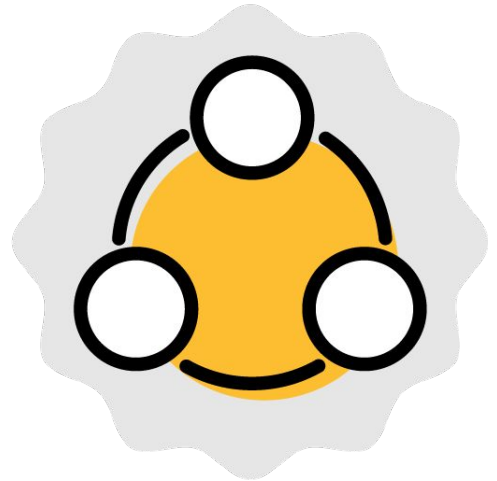
Ensure you are clear on the details of the next meeting.  
Share contact info?  
Pool transport?

## Get the Badge

To complete this step you must:

- add key partners, key activities and key resources to your BMC template
- engage with the group either to describe your BMC in detail or to give feedback on someone else's BMC.
- add a reflective entry to the learning diary that addresses at least one of the prompt questions

Complete this step by posting to .... [link]



### SESSION GUIDANCE NOTES

This is to be completed outside the session.  
Facilitator collects evidence to support awarding the badge.

# Info and links

## • These slides

- Key partners, activities and resources

Available from the app

- Williams Skrædderi <https://youtu.be/GuVI4L2t-gE>
- Self-evaluation rubric <https://9conversations.no/self-evaluation/>

## Extra info

- First part of the Business Model Canvas book (see pages 34-39) <https://www.strategyzer.com/books/business-model-generation>
- <https://www.designabetterbusiness.tools/tools/business-model-canvas>
- 9 Conversations FAQ here <https://9conversations.no/faq-prototype/>



# Take it further

Watch the video to find out what you need to focus on regarding key activities, resources and partners.

Complete the badge for this session.

Add your key partners, resources and activities to your BMC in more detail.

Why do I need to focus on Key resources, Key activities and Key partnerships?

- The key **Partnerships** identifies the network of suppliers and partners that make the business model work.
- Companies create partnerships to optimize their business models. Where do we acquire resources?
  - Who are the key partners or suppliers?
  - Which key resources do we get from partners?
  - Which key activities do partners perform?
- The **Manufacture**:
  - The tool used
  - The company that delivers your products
  - The creating company
- The **Value-adding process** (what?)
  - The number of value-added steps
  - The number of steps that are unique to you
  - Feedback for marketing
  - The number of customers that have their own set of steps (what?)
- The **Unique Transport** (company)
  - Companies that buy our transportation services (like a customer?)
  - The number of our IT, financial and legal system
  - The main cost driver – that impacts the activities
  - Feedback for marketing

**MASTERING CONVERSATIONS**



## SESSION GUIDANCE

Participants aiming for the Level 2 certification should complete the following assignment in their e-portfolio.

Reflect on which of the key activities, key partners and key resources that are most vulnerable in your business and how you can reduce this vulnerability.

Aim to write 300-750 words.

Video: <https://youtu.be/QwRxQLqwNjY>