

The Personal Business Model Canvas

Area: Building a Strong Professional Identity

Course Description

This course helps participants explore and strengthen their professional identity using the Personal Business Model Canvas (PBMC). Through a structured process of self-reflection, career mapping, and personal business model design, participants learn to articulate who they are, how they create value, who they help, and how they can evolve professionally. Blending theory with practical exercises, the course guides students through the core PBMC steps: Canvas → Reflect → Revise → Act.

Objectives

The goal of this course is to empower participants to develop a clear, strategic, and adaptable personal business model.

After completing the course, participants will be able to:

- Describe their professional identity using all nine PBMC building blocks.
- Map core strengths, values and interests using reflection exercises.
- Formulate a clear personal value proposition aligned with job-to-be-done logic.
- Identify the “customers” they serve (employers, clients, beneficiaries) and understand their needs.
- Diagnose pain points in their current model and prototype improvements.
- Create a revised and intentional Personal Business Model Canvas that supports career goals and long-term purpose.
- Use adequate tools to communicate and test their model.

Topics

1. Introduction to Business Model Thinking.
2. Understanding Who You Are & What You Have.
3. Defining Your Value: How You Help.
4. Identifying Your Customers and Channels.
5. Revising Your Model.
6. Final Personal Business Model & Action Planning.

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