



Connecting Resources and Activities

The Business Model Canvas helps you identify the Key Resources you need to deliver your Value Propositions as well as Key Activities. As you look at your Business Model Canvas, perhaps you recognize some Key Activities that are connected to Key Resources. In fact, for every activity that is truly key to your Value Proposition, there must be a resource that is either increased or decreased by that activity.

For example, business development and customer success activities are connected to the clients resource. That's because these activities influence the rates at which clients are gained and lost and, therefore, drive the level of the clients resource over time.

Conversely, for every resource essential to deliver value to your customers, there are corresponding Key Activities. For example, adding employees in order to build service capacity requires hiring and training activities.

Rather than leave the connections between Key Activities and Key Resources implicit, making the connections explicit allows you to create a more comprehensive view of what is needed to fulfill the promise of your Value Proposition. That can help you evaluate the circumstances under which your strategy is likely to succeed.