

## Positioning Statement

Directions: Thinking about your persona, fill in the chart below based on a program/event you provide, or intend to provide, that meets your [persona's](#) needs. This chart calls for you to focus on the benefits of your program/event, not just the features. Features are the qualities of a program/event, while the benefits refer to what an attendee gets out of the program/event.

Offering Name (name of the program/event):		
Functional Features (what qualities does your program/event have that make it worthwhile?):	Functional Benefits (what will attendees gain, know, or be able to do as a result of the program?):	Functional Costs (What might attendees have to sacrifice to participate in the program/event? E.g., time traveling to program, integrating a new routine):
<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
Psychological Benefits (what positive psychological/emotional experiences will attendees have during or as a result of attending the program/event, e.g., joy, satisfaction, security, confidence):		Psychological Costs (e.i., negative psychological experiences during or as a result of attending the program/event, e.g., stress, anxiety):
<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>		<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
Monetary Benefits (does the program/event lead to monetary benefits for attendees? Is the program less expensive than similar programs?):		Monetary Costs (are there costs associated with attending the event/program?):
<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>		<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
Persona Name:	Of the benefits listed above, which three are the most relevant to your persona:	
	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	

Points of Difference (of the benefits listed above, which ones do your competitors/substitutes not <i>have</i> ?):	Is it something your persona wants?? (Y/N)	Is it something you can deliver on? (Y/N)	Is it something that other programs & events don't provide? (Y/N)
•			
•			
•			
Points of Parity: What benefits do competitors/substitutes provide that your program/event provides just as well?			
•			
•			
•			
•			
Positioning Statement (A single statement that summarizes the major points of difference and points of parity of an offering; Example: "Target offers consumers the selection and value typical of a mass merchandiser in a setting that have the elegance and flair of a department store.")			

Example 1: Photography Project Meeting (4-H)

Offering Name (name of the program/event):		
Photography Project Meeting (4-H)		
Functional Features (what qualities does your program/event have that make it worthwhile?)	Functional Benefits (what will attendees gain, know, or be able to do as a result of the program?):	Functional Costs (What might attendees have to sacrifice to participate in the program/event? E.g., time traveling to program, integrating a new routine):
<ol style="list-style-type: none"> <li>1. Guidance and structure</li> <li>2. Hands-on experiences</li> <li>3. Interaction with peers and a mentor</li> <li>4. Self-directed projects</li> </ol>	<ol style="list-style-type: none"> <li>1. Skills for home enrichment - Gain content knowledge so you can help your child practice</li> </ol>	<ol style="list-style-type: none"> <li>1. Time</li> <li>2. Still need to coordinate your other kids' schedules</li> <li>3. Attention allocated</li> </ol>

	<p>what they learned during the meeting at home</p> <ol style="list-style-type: none"> <li>2. Gained a network - someone you can contact when you have questions about photography</li> <li>3. Opportunity for your child to interact with other youth</li> <li>4. Learn to take photos for your own social media profile</li> </ol>	<p>towards 4-H could potentially take away time allocated towards other activities</p>
<p>Psychological Benefits (what positive psychological/emotional experiences will attendees have during or as a result of attending the program/event, e.g., joy, satisfaction, security, confidence):</p>		<p>Psychological Costs (e.i., negative psychological experiences during or as a result of attending the program/event, e.g., stress, anxiety):</p>
<ol style="list-style-type: none"> <li>1. Clarity on your child's communication and executive functioning skills</li> <li>2. Security in knowing you can trust the program leader/mentor</li> <li>3. Satisfaction in knowing you have chosen a program that teaches your child skills they can use in the real world</li> </ol>	<ol style="list-style-type: none"> <li>1. Stress - you have other obligations and other kids that you have to manage while attending the program</li> <li>2. Anxiety - your child may not be on par with other children</li> <li>3. Frustration in having to convince your child to attend and participate in meetings</li> </ol>	
<p>Monetary Benefits (does the program/event lead to monetary benefits for attendees? Is the program less expensive than similar programs?):</p>		<p>Monetary Costs (are there costs associated with attending the event/program?):</p>
<ol style="list-style-type: none"> <li>1. Supplementary equipment is provided by the program leader (free)</li> <li>2. Develop a monetizable skillset</li> <li>3. Children gain career exposure</li> </ol>	<ol style="list-style-type: none"> <li>1. Gas money to travel</li> <li>2. Need your own phone or camera</li> <li>3. Yearly 4-H registration fee</li> </ol>	
<p>Persona Name:</p>	<p>Three Most Relevant Benefits to Persona:</p>	
<p>Sarah Stephens</p>	<ol style="list-style-type: none"> <li>1. Security in knowing you can trust the program leader</li> <li>2. Satisfaction in knowing you have chosen a program that teaches your child skills they can use in the real world</li> </ol>	

				3. Skills for home enrichment - Gain content knowledge so you can help your child practice what they learned during the meeting at home
Competitors/Substitutes (other programs/organizations/resources the persona might access for similar benefits):				
<ul style="list-style-type: none"> <li>• Boy Scouts/Girl Scouts</li> <li>• FFA (for high schoolers)</li> <li>• YMCA</li> </ul>				
Points of Difference (what benefits [listed above] does your program/event provide that competitors/substitutes don't?):	Is it something your persona wants?? (Y/N)	Is it something you can deliver on? (Y/N)	Is it something that other programs & events don't provide? (Y/N)	
<ul style="list-style-type: none"> <li>• Members choose the projects that interest them &amp; can dive as deeply as they want into topics that they're interested in</li> </ul>	Y	Y	Y	
<ul style="list-style-type: none"> <li>• Members choose their time commitment</li> </ul>	Y	N	Y	
<ul style="list-style-type: none"> <li>• 4-H is affordable for all families</li> </ul>	Y	Y	Y	
Points of Parity: What benefits do competitors/substitutes provide that your program/event provides just as well?				
<ul style="list-style-type: none"> <li>• Program leaders/mentors parents can trust</li> </ul>				
<ul style="list-style-type: none"> <li>• Opportunity for children to interact with other youth</li> </ul>				
<ul style="list-style-type: none"> <li>• Program that teaches children skills they can use in the real world</li> </ul>				
<ul style="list-style-type: none"> <li>• Members create portfolios of their achievements</li> </ul>				
Positioning Statement (A single statement that summarizes the major points of difference and points of parity of an offering; Example: "Target offers consumers the selection and value typical of a mass merchandiser in a setting that have the elegance and flair of a department store.")				
4-H provides a diverse range of hands-on learning and skill development opportunities covering numerous topics presented in a variety of delivery modes which are led by knowledgeable, trusted adults at an affordable cost.				

Example 2: Building a Successful Local Foods Business

Offering Name (name of the program/event):		
Building a Successful Local Foods Business		
Functional Features (what qualities does your program/event have that make it worthwhile?)	Functional Benefits (what will attendees gain, know, or be able to do as a result of the program?):	Functional Costs (What might attendees have to sacrifice to participate in the program/event? E.g., time traveling to program, integrating a new routine):
<ol style="list-style-type: none"> <li>1. Unbiased information</li> <li>2. Access to experts familiar with the industry.</li> </ol>	<ol style="list-style-type: none"> <li>1. Learn to conduct market research on what crops would be most profitable</li> <li>2. Knowledge on regulations around safe foods</li> <li>3. Learn to create a viable business plan</li> <li>4. Sell safe foods</li> <li>5. Grow well</li> </ol>	<ol style="list-style-type: none"> <li>1. Time commitment (6 hours)</li> <li>2. Travel time (3 hours, ave)</li> </ol>
Psychological Benefits (what positive psychological/emotional experiences will attendees have during or as a result of attending the program/event, e.g., joy, satisfaction, security, confidence):		Psychological Costs (e.i., negative psychological experiences during or as a result of attending the program/event, e.g., stress, anxiety):
<ol style="list-style-type: none"> <li>1. Confidence I am taking the right steps to launch my business</li> <li>2. Security in knowing I have the support of unbiased, knowledgeable people at MU who want me to succeed.</li> <li>3. Close relationships with other entrepreneurs in my area</li> </ol>		<ol style="list-style-type: none"> <li>1. Change in occupation may shift my self image</li> <li>2. Stress of starting a new business</li> <li>3. Anxiety about potential failure</li> </ol>
Monetary Benefits (does the program/event lead to monetary benefits for attendees? Is the program less expensive than similar programs?):		Monetary Costs (are there costs associated with attending the event/program?):
<ol style="list-style-type: none"> <li>1. Business returns could exceed \$100K per year.</li> <li>2. Cheaper than industry alternatives.</li> <li>3. Support in accessing loans/starting capital</li> </ol>		<ol style="list-style-type: none"> <li>1. \$450 attendance fee</li> <li>2. Costs of travel exceed \$200</li> <li>3. Give up income while retooling life</li> </ol>
Persona Name:	Of the benefits listed above, which three are the most relevant to	

				your persona:			
Glenda Johnson				<ol style="list-style-type: none"> <li>1. Support in accessing loans/starting capital</li> <li>2. Security in knowing I have the support of unbiased, knowledgeable people at MU who want me to succeed.</li> <li>3. Learn to create a viable business plan</li> </ol>			
Competitors/Substitutes (other programs/organizations/resources the persona might access for similar benefits):							
<ul style="list-style-type: none"> <li>• Wholesale buyer information/education meetings</li> <li>• Farm credit services</li> <li>• Natural Resources Conservation Service</li> </ul>							
Points of Difference (of the benefits listed above, which ones do your competitors/substitutes not <i>have</i> ?):			Is it something your persona wants?? (Y/N)		Is it something you can deliver on? (Y/N)		Is it something that other programs & events don't provide? (Y/N)
• Low cost			Y		Y		Y
• Research-based, Unbiased information			?		Y		Y
• Individual support for building a business plan and coaching on navigating governmental programs			Y		I HOPE SO		Y
Points of Parity: What benefits do competitors/substitutes provide that your program/event provides just as well?							
• Market feasibility studies							
•							
•							
Positioning Statement (A single statement that summarizes the major points of difference and points of parity of an offering; Example: "Target offers consumers the selection and value typical of a mass merchandiser in a setting that have the elegance and flair of a department store.")							
MU Extension's Building a Successful Local Foods Business, offers horticulture business plan development and support to budding entrepreneurs in Missouri. The program offers the only unbiased and research driven program in a state where demand for locally grown foods is booming. Working with MU Extension Specialists, program participants have received more than \$10M in new loans in the past year.							

Example 3: Stay Strong, Stay Healthy

Offering Name (name of the program/event):		
Stay Strong, Stay Healthy		
Functional Features (what qualities does your program/event have that make it worthwhile?)	Functional Benefits (what will attendees gain, know, or be able to do as a result of the program?):	Functional Costs (What might attendees have to sacrifice to participate in the program/event? E.g., time traveling to program, integrating a new routine):
<ol style="list-style-type: none"> <li>1. Group class</li> <li>2. Evidence based physical activity</li> <li>3. Lead by an instructor from the community</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased strength and mobility</li> <li>2. Maintain independence</li> <li>3. Social interaction</li> </ol>	<ol style="list-style-type: none"> <li>1. Time to travel to class</li> <li>2. Muscle soreness from physical activity</li> <li>3. Incorporating into routine</li> </ol>
Psychological Benefits (what positive psychological/emotional experiences will attendees have during or as a result of attending the program/event, e.g., joy, satisfaction, security, confidence):		Psychological Costs (e.i., negative psychological experiences during or as a result of attending the program/event, e.g., stress, anxiety):
<ol style="list-style-type: none"> <li>1. Increased confidence in abilities</li> <li>2. Increased social interaction</li> <li>3. Improved mood and energy level</li> </ol>		<ol style="list-style-type: none"> <li>1. Fatigue from physical activity</li> <li>2. Stress to exercise in front of others</li> <li>3.</li> </ol>
Monetary Benefits (does the program/event lead to monetary benefits for attendees? Is the program less expensive than similar programs?):		Monetary Costs (are there costs associated with attending the event/program?):
<ol style="list-style-type: none"> <li>1. Decreased medication needs</li> <li>2. Decreased risk of fall related injuries</li> <li>3. Improved chronic disease symptoms</li> </ol>		<ol style="list-style-type: none"> <li>1. Registration fee \$50</li> <li>2. Travel to class</li> <li>3. Purchase of own weights (not required)</li> </ol>
Persona Name:	Of the benefits listed above, which three are the most relevant to your persona:	
	<ol style="list-style-type: none"> <li>1. Increased strength and mobility</li> <li>2. Maintain independence</li> <li>3. Social interaction</li> </ol>	

Competitors/Substitutes (other programs/organizations/resources the persona might access for similar benefits):			
<ul style="list-style-type: none"> <li>• Silver Sneakers</li> <li>• YMCA/local Health Club classes</li> <li>• Online exercise subscription services</li> </ul>			
Points of Difference (of the benefits listed above, which ones do your competitors/substitutes not <i>have</i> ?):	Is it something your persona wants?? (Y/N)	Is it something you can deliver on? (Y/N)	Is it something that other programs & events don't provide? (Y/N)
• Evidence based physical activity	?	Y	both
• Maintain independence	Y	Y	Y
•			
Points of Parity: What benefits do competitors/substitutes provide that your program/event provides just as well?			
• Increased strength and mobility			
• Social interaction			
• Increased mood/energy levels			
Positioning Statement (A single statement that summarizes the major points of difference and points of parity of an offering; Example: "Target offers consumers the selection and value typical of a mass merchandiser in a setting that have the elegance and flair of a department store.")			
Stay Strong, Stay Healthy provides access to safe and reliable exercise for older adults wanting to maintain their independence.			

Example 4: Taking Care of You

Offering Name (name of the program/event):
Taking Care of You

Functional Features (what qualities does your program/event have that make it worthwhile?)		Functional Benefits (what will attendees gain, know, or be able to do as a result of the program?):	Functional Costs (What might attendees have to sacrifice to participate in the program/event? E.g., time traveling to program, integrating a new routine):
<ol style="list-style-type: none"> <li>1. Group class</li> <li>2. Evidence based techniques</li> <li>3. Lead by an instructor from the community</li> </ol>		<ol style="list-style-type: none"> <li>1. Stress management tools</li> <li>2. Self-awareness strategies</li> <li>3. Social interaction</li> </ol>	<ol style="list-style-type: none"> <li>1. Time to travel to class</li> <li>2. Incorporating into routine</li> <li>3. Sharing personal information</li> </ol>
Psychological Benefits (what positive psychological/emotional experiences will attendees have during or as a result of attending the program/event, e.g., joy, satisfaction, security, confidence):		Psychological Costs (e.i., negative psychological experiences during or as a result of attending the program/event, e.g., stress, anxiety):	
<ol style="list-style-type: none"> <li>1. Increased confidence in abilities</li> <li>2. Increased social interaction</li> <li>3. Improved stress levels</li> </ol>		<ol style="list-style-type: none"> <li>1. Anxiety of sharing personal information</li> <li>2. Emotional stress of past experiences</li> <li>3.</li> </ol>	
Monetary Benefits (does the program/event lead to monetary benefits for attendees? Is the program less expensive than similar programs?):		Monetary Costs (are there costs associated with attending the event/program?):	
<ol style="list-style-type: none"> <li>1. Decreased medication needs</li> <li>2. Less expensive than traditional courses</li> <li>3. Improved stress related symptoms</li> </ol>		<ol style="list-style-type: none"> <li>1. Registration fee \$40</li> <li>2. Travel to class</li> <li>3.</li> </ol>	
Persona Name:	Of the benefits listed above, which three are the most relevant to your persona:		
	<ol style="list-style-type: none"> <li>1. Maintain independence</li> <li>2. Mental health supports</li> <li>3. Social interaction</li> </ol>		
Competitors/Substitutes (other programs/organizations/resources the persona might access for similar benefits):			

<ul style="list-style-type: none"> <li>• Stress management apps</li> <li>• Local support groups</li> <li>• Online information</li> </ul>			
Points of Difference (of the benefits listed above, which ones do your competitors/substitutes not <i>have</i> ?):	Is it something your persona wants?? (Y/N)	Is it something you can deliver on? (Y/N)	Is it something that other programs & events don't provide? (Y/N)
• Evidence based techniques	?	Y	both
• Social interaction	Y	Y	Y
•			
Points of Parity: What benefits do competitors/substitutes provide that your program/event provides just as well?			
• Improved stress levels			
• Social interaction			
• Increased confidence in abilities			
Positioning Statement (A single statement that summarizes the major points of difference and points of parity of an offering; Example: "Target offers consumers the selection and value typical of a mass merchandiser in a setting that have the elegance and flair of a department store.")			
Taking Care of You provides access to stress management techniques and strategies to give you the support you need for a healthy life.			