



*A collaboration between the Springboard Road Show Foundation,  
Mastercard Foundation and Solidaridad*

## WORKBOOK

### Episode 2: “Doing Business with your Talent”

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What is your main talent? .....

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List 4 things you can use your talent for.

No.	Example: I can use my cooking talent to provide lunch for offices

List of 4 categories of people you can serve with your talent (Your target audience)

**Example:** Workers in offices and banks

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List 4 things your customers were expecting from you before the COVID-19 pandemic

<b>Example:</b> Convenient delivery of their orders

Based on recent happenings with COVID-19, list 3 concerns of your customers.

<b>Example:</b> Avoidance of infection

List 2 competitors who are doing similar things to you.

Example: the waakye seller by the roadside to the office of my customers

Mention 3 things your competitors are offering their customers.

<b>Example:</b> Free hand sanitizers with each order

Looking at your business, mention 3 people you will need to help grow your business.

<b>Example:</b> Delivery service

Based on what you've learnt, share 3 attitudes you should have towards your work.

No.	Example: I should always smile at my customers

What is your biggest lesson from this episode?

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What one (1) change will you make as a result of what you've learnt?

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*We hope you have enjoyed this exercise.*

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