

## Value-based selling/value-creating activities

### Technical Skills, incl. legislation and IPR

#### Basic

- Actively contributes to value-creating activities under supervision;
- Considers what multimedia best supports the product/service and make it interesting for the recipients;
- Creates, assembles parts and modifies content in many different formats (image, video, drawings, text and sound);

#### Intermediate

- Ability to make mind maps, diagrams or other graphical illustrations that can enhance value proposition;
- Edits audio, images or video using suitable software and open source tools;
- Examines and consults guidelines to ensure common graphical expression of value;
- Explores (open data) standards to make sure everyone can open the produced material or login to a service/product.

#### Proficient

- Dares to test new technologies that can support workflows and free resources for customers value creation;
- Decides and proposes which processes and tasks can advantageously be digitalised to create additional value for products/services;
- Develops and proposes to partners rules for how to use technology to improve cooperation;

#### Expert

- Develop and implements business innovation strategies and leads teams through the business model canvas for new products/services;
- Adjusts value creation workflows so that they can be supported digitally;
- Sets realistic targets, measures and monitors them to urge development in the right direction;
- Develops, implements and evaluates guidelines supporting digital collaboration for value creation.

### Social-emotional skills

#### Basic

- Ability to identify strenghts in self, community and culture;
- Sets and monitors personal goals;
- Reflective listening;
- Recognises opportunities to create value;
- Recognises what is learnt from taking part in value creating activities;
- Reflects on own experience based on own value-creating activities and learn from it.

#### Intermediate

- Bases decisions on safety, social and ethical considerations;
- Be aware of own judgements and biases in dealing with customers;
- Evaluates consequences of different actions.

#### Proficient

- Builds relationships with diverse individuals and groups;
- Profound listening skills;
- Proper stress identification, tolerance and control;
- Adaptability to change.

#### Expert

- Profound level of self-control and control of social relationships in the team;
- Self-motivation and ability to motivate others;
- Makes constructive safe choices and decisions based on value creation;
- Perspective thinking.

## Cultural responsive skills

### Basic

- Demonstration of empathy;
- Recognition of cultural diversity;
- Respectfulness for diversity in team and in external groups and stakeholders;
- Integrity and accountability.

### Intermediate

- Inclusiveness of different opinions;
- Perceptiveness to cultural implications;
- Appropriate use of humour;
- Use of a foreign language at Europass level B+.

### Proficient

- Recognises basic features of different corporate cultures;
- Ability to take into account cultural specifics in multi-cultural teams;
- Use of foreign language at Europass level C.

### Expert

- Demonstration of discretion in development and selling of value;
- Ability to encourage diversity in the team;
- Ability to manage and mentor teams with diverse cultural background;
- Use of at least one foreign language at Europass level C and at least one more at Europass level B.

## Creative Skills

### Basic

- Demonstrates curiosity and joy to experiment with new digital devices and ways for value proposition development;
- Creative organisation of own work and tasks to optimize own performance;
- Demonstrates acceptance to new ideas and new knowledge without judgement.

### Intermediate

- Ability to find new ways to express own ideas;
- Ability to find something new in existing concepts;
- Embraces the spirit of unknowing, show joy in experimenting and play;
- Familiar with forms of expression of new concepts and ideas.

### Proficient

- Willingness to question everything and never stop asking questions, "What if...";
- Ability to use various thinking techniques such as brainstorming, design thinking, 6 thinking hats, etc. for generation of ideas and finding new solutions to existing problems;
- Familiar with tools to turn new concepts and ideas in value propositions to support new products.

### Expert

- Confidence in being flexible, adaptable and functioning well with uncertainty;
- Makes balanced hypotheses, explores ways of value verification and provides guidance;
- Evaluates impact and probability of success of various options;
- Ability to apply creative process to various situations and teams.