

# Peer Support Networks: Developing a Value Proposition

## Introduction

When establishing a Peer Support Network group, it's important to think about WHY you are setting up the group. What value will it have? It's good to know what the group is offering its potential members; this can be referred to as its 'value proposition'. This fact sheet includes some things to consider in developing your value proposition.

## Let's make it happen

### How to develop a value proposition

A value proposition is what value people can expect if they come along to your group. You want to attract people to your group with something that they can relate to, enjoy and benefit from.

Start with your own thinking: why do you want to establish a network? What value could it bring you? Could it offer that same value to others?

Talk to your peers – people who might want to join the group – what do they want or need in a peer support network?

Talk to people around your community – community organisations, community development officers, community groups, and any others you can think of. What is lacking for your peers in your community that your peer support network could provide?

Be open to ideas and really listen to what people want.

When you have gathered your information, look it over and see which value keeps coming up – what is MOST wanted in your community? If there are several answers to this, perhaps your value proposition is a combination of offerings, not just one.

### What kinds of value could a Peer Support Network offer?

There are several potential propositions (the WHY?) for Peer Support Networks:

Information – perhaps people have not had access to good quality information in your community. What kinds of information could you support people to access? How would you get it? Online? Inviting speakers? Sharing resources?

Learning – perhaps people have plenty of information but don't know how to use it – for example to plan a good life, and to develop goals for their NDIS plan. How could the network facilitate peer learning about these things?

## QuickGuide

Mutual support – perhaps people have lots of information and know what to do, but lack support to do it confidently. How can the network help people share their concerns and worries and build up their confidence?

Campaign hub – perhaps people are knowledgeable, skilled and confident, but they want change in their community that can help them live full lives as citizens – for example, change around accessibility and inclusion issues. How could a network of peers develop, plan and implement campaigns for change?

And, perhaps people are asking for all of these things – your value proposition could be a combination of some or all of these things.

### **Communicating your value proposition**

Now you know what value proposition will attract your peers in your community, play around with it a little – how can you best express the value to invite people in? It could be helpful to work on a few phrases or sentences that clearly and simply express what the network's value is to people, and repeat those messages when you talk about the network, when looking for support for it, and when you invite people to your first meeting. If you have done all the work, people are sure to be keen to support you and the network.

### **Where you can find more information**

Most links about creating value propositions are very business-oriented, but can be useful if you think of your network as a valuable service.

Templates for creating a value proposition: <http://torgronsund.com/2011/11/29/7-proven-templates-for-creating-value-propositions-that-work/>

An infographic which captures what makes a great value proposition: <https://blog.hubspot.com/marketing/write-value-proposition#sm.00000l1mn7ov3vf9lwsjkh5a7wvt>

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