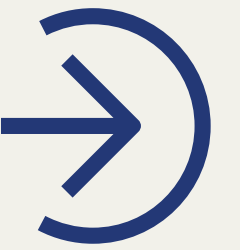


JOBS TO BE DONE (JTBD)

STRATEGY FRAMEWORKS 101



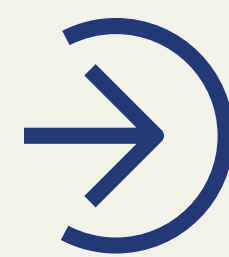
CAREER EDGE





WHAT IS JOBS-TO-BE-DONE?

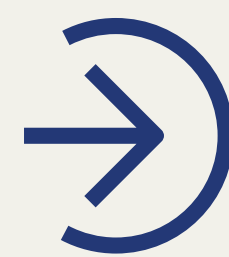
A powerful lens through which companies can observe markets, customer needs, competitors, and market segmentation differently, and in doing so, make their success at innovation far more predictable and profitable.



WHAT IS JOBS-TO-BE-DONE THEORY?

Jobs-to-be-Done Theory is a theory of innovation that is based on the economic principle that people buy products and services to get “jobs” done, i.e., to help them accomplish tasks, achieve goals and objectives, resolve and avoid problems, and make progress in their lives.



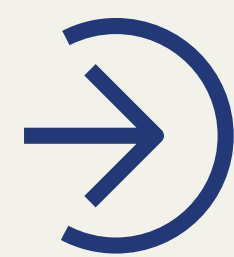


THE CORE TENETS OF JTBD THEORY

JTBD Theory is comprised of a set of tenets, each of which reveals a unique aspect of the theory. Collectively, the tenets offer a foundation upon which an organization can reinvent its approach to marketing and innovation.

The nine tenets of JTBD Theory: building blocks for predictable growth.





THE CORE TENETS OF JTBD THEORY

1. People buy products and services to get a “job” done.
2. Jobs are functional – with emotional and social components.
3. A Job-to-be-Done is stable over time.
4. A job to be done is solution-agnostic.
5. Success comes from making the job the unit of analysis rather than the product or the customer.





THE CORE TENETS OF JTBD THEORY

6. A deep understanding of the customer's job makes marketing more effective – and innovation far more predictable.

7. People want products and services that will help them get a job done better and/or more cheaply.

8. People seek out products and services that enable them to get the entire job done on a single platform.

9. Innovation becomes predictable when “needs” are defined as the metrics customers use to measure success when getting the job done.

WHY IS JOBS-TO-BE-DONE IMPORTANT?



Putting Jobs-to-be-Done Theory into practice enables companies to adopt a common language of innovation and transform their innovation processes from an art to a science. Most notable, applying JTBD allows companies to:





BREAK DOWN FUNCTIONAL SILOS AND ALIGN TEAMS

With Jobs-to-be-Done, all functions in the business can align around a common understanding of the customer's needs and how to create value for that customer.





CREATE WINNING PRODUCTS

Jobs-to-be-Done offers a new framework and lens through which a company can take its understanding of customer needs to the next level – and bring predictability to innovation.





COMMUNICATE OFFERINGS EFFECTIVELY

Jobs-to-be-Done helps marketers align the entire organization around a clear and consistent messaging strategy that strongly resonates with customers.



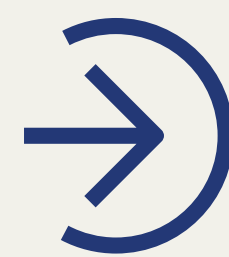
JTBD PROVIDES VALUABLE INSIGHTS TO HELP INFORM NEARLY EVERY BUSINESS DISCIPLINE

Executives

JTBD helps executives confidently grow the business by answering questions like:

- How do we align the efforts of our product teams around value creation?
- How do we instill an innovation mindset that is truly customer-centric?
- How can we be certain we are pursuing big ideas that will win in the marketplace?
- How do we protect ourselves from being disrupted?





JTBD PROVIDES VALUABLE INSIGHTS TO HELP INFORM NEARLY EVERY BUSINESS DISCIPLINE

Product Managers

JTBD helps product teams launch highly successful products by answering questions like:

- How do we gain a deep understanding of customer needs?
- How do we determine which needs are unmet and to what degree?
- How do I segment markets in a way that delivers a competitive advantage?
- How do I create products that get the job done significantly better?





JTBD PROVIDES VALUABLE INSIGHTS TO HELP INFORM NEARLY EVERY BUSINESS DISCIPLINE

Marketers

JTBD helps marketing teams position and communicate the value of company offerings by answering questions like:

- What unique and valued competitive position should we claim?
- What value proposition will strongly resonate with customers?
- How should we customize our marketing communications?
- How should we adjust our content?

