



Competing Against Luck

The Story of Innovation and Customer Choice

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Rating

9 ⁹ Applicability
¹⁰ Innovation
⁸ Style

Focus

Leadership & Management
Strategy

Sales & Marketing

Finance

Human Resources

IT, Production & Logistics

Career & Self-Development

Small Business

Economics & Politics

Industries

Global Business

Concepts & Trends

Take-Aways

- The “Theory of Jobs to Be Done” says consumers “hire” and “fire” products based on whether they do the job that customers want to accomplish.
- A Job to Be Done is the individual progress that a consumer seeks in specific circumstances.
- Concentrating on the consumer’s Job to Be Done can focus your search for successful product innovation.
- The theory clarifies consumer behaviors that impel opportunities for innovation.
- For example, Amazon concentrates on three things that solve jobs for customers: a broad selection of merchandise, competitive prices and rapid delivery.
- Identifying a Job to Be Done requires describing the job in narrative detail.
- Innovation comes from understanding what people are struggling to accomplish.
- Data tabulations are less meaningful than narratives in pinpointing open niches.
- When consumers find ways to work around or compensate for jobs that have no great solutions, this behavior signals new product or service opportunities.
- Often the biggest competitor is not another product, but “nonconsumption” – people’s decisions not to buy anything to solve a job.