Pull: Job Selection

Imagine your customers are chief information officers (CIOs) and you have to understand which jobs matter most to them. Do this exercise to prioritize their jobs or apply it to one of your own customer profiles.

OBJECTIVE
Identify high-value customer jobs that you could focus on

OUTCOME
Ranking of customer jobs from your perspective

Scoring Scale:
• (Low) to • • • • (High)

- Does failing the job lead to extreme pains?
- Does failing the job lead to missing out on essential gains?

- Can you feel the pain?
- Can you see the gain?

- Are there unresolved pains?
- Are there unrealized gains?

- Are there many with this job, pain, or gain?
- Are there few willing to pay a lot?

Focus on the highest value jobs and related pains and gains.

Jobs	Important	Tangible	Unsatisfied	Lucrative	High-Value jobs
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