

# JOB TO BE DONE

BASED ON CLAYTON CHRISTENSEN ET.AL.  
"COMPETING AGAINST LUCK"  
(C. CHRISTENSEN, 2016)

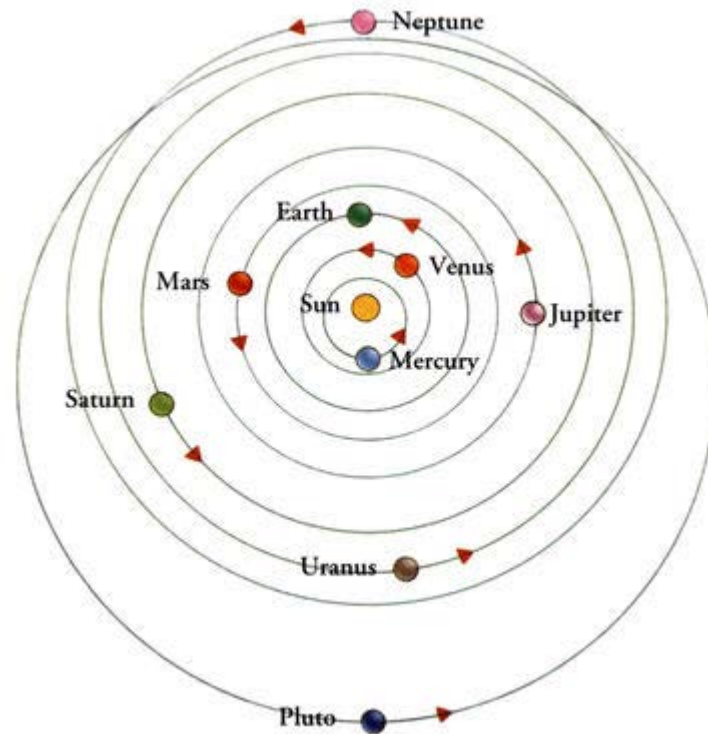
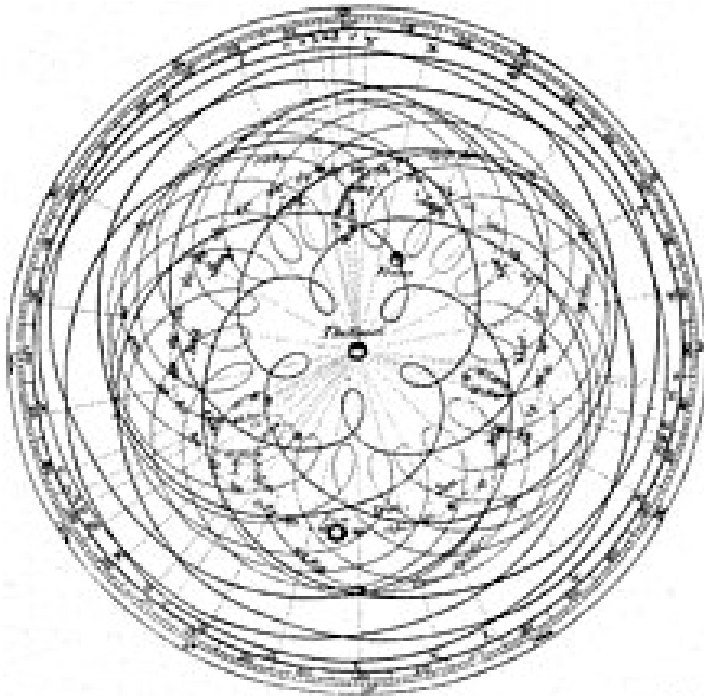
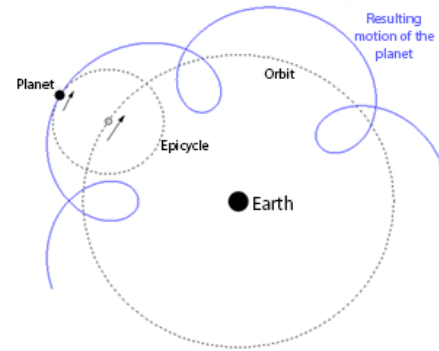
Claus Rosenstand  
U-CrAc 2018

# INNOVATION

Progress !  
(Not products)

Why costumers make the  
choices they do?  
(No data / attributes)

# EPICYCLES



Jobs specs are blueprints that translate richness and complexity of jobs into an actionable guide for innovation

# THE MILKSHAKE EXAMPLE



<https://www.youtube.com/watch?v=Q63PZR7mG70>

# JOB METAPHOR

*What job did you hire X to do?*

*What causes our customer to purchase X?*

Provide a solution in a market,  
where complication and high cost  
have become status quo

*How do your case-partner as a  
successful company know how to grow?*

# HOW (NOT WHAT) TO THINK!

Satisfying a Job is not just creating a product, but engineering a whole set of experiences integrated in your case-partners processes and culture - almost impossible to copy

We do not create jobs, we discover them!

(In the context of a specific consumer struggle)

Functional, social, and emotional dimensions

How we solve the job should change over time

# WHERE ARE THE JOBS?

A job close to home

Competing against nothing

Workarounds and compensating behaviors

Look for what people don't want to do

Unusual uses

# THE OVERRATED CUSTOMER

Motivations and pathway to purchase are more complex than customers can describe

Big Hire <> Little hire

*What has to get fired to get X hired?*

*Customer change forces: New <> keeping*



# KEEP YOUR EYE ON THE JTBD

## Three pitfalls

1. Active (loud) versus passive (quiet) data
  1. Product sales => Product
  2. Customers' purchase => Customer
  3. Competitor's emerge => Benchmark
  4. Investment in
    1. People => productivity data
    2. Facilities => Returns
    3. Technology => Value
2. Surface growth
3. Conforming data