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Turn Jobs-to-be-
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*Done Theory Into
Practice*

Applying Jobs-to- be-Done Theory

What is Jobs to
be Done Tony
Ulwick – Put
Jobs-To-Be-Done
Theory Into
Practice With
Outcome-Driven
Innovation ~~Jobs-~~
~~to Be Done~~
~~Prof. Clayton~~

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SUMMARY

Introduction to

JTBD In Digital

Product Design

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*What I learned
from 100 days of
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Jiang Cambridge
IELTS 15*

*Listening Test 1
with answers I
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Bailey |~~

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perseverance |

Angela Lee

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Growth Strategy

Matrix ~~Project~~
Management

~~Simplified:~~

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Fundamentals of
PMI's Framework~~

✓ **Jobs Be Done Theory Practice**

Tony Ulwick's
Jobs To Be Done:
Theory and
Practice not
only answers
that question
but, as the
title suggests,
it answers the

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closely related question, which one(s) should be pursued and how?

In essence, Ulwick provides a road map to arrive at a key milestone in the entrepreneurial journey, product market fit based upon actionable knowledge of the

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Anthony ...

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Kotler . That

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enables us to

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develop and
deliver
solutions that
provide real
customer... Alex
Johnson . Joe
Camaratta .
Steve Thompson .
We discovered
important and
often “unspoken”
customer needs.
... David
Rusinko . Our

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Ebook

**Jobs to Be Done:
Theory to
Practice**

Jobs-to-be-Done (JTBD) theory is really popular with teams doing application/software development right now. JTBD is the framework for putting

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outcome-driven
innovation (ODI)
into practice.
It seems like a
fine framework
for prioritizing
development
work, but I'm
not sure it's
better than
other
frameworks.

Jobs to be Done:

Page 18/49

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**Theory to
Practice by
Anthony W.
Ulwick**

Jobs-to-be-Done
Theory makes
this possible.
In practice we
leverage this
tenet by
conducting
quantitative
research that is
specifically

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designed to reveal under- and overserved customer desired outcomes and segments of customers with different unmet outcomes.

**The Fundamentals
of Jobs-to-be-
Done Theory |
CustomerThink**

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Put Jobs-to-be-Done Theory (JTBD) into practice with Outcome-Driven Innovation (ODI). Access frameworks, templates, examples and case studies. Philip Kotler calls Tony Ulwick “the

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Deming of Ebook
innovation.”

Clayton

Christensen

credits him with
“bringing
predictability
to innovation.”

**Jobs-to-be-Done
Theory in
Practice: The
Hidden \$150M ...
Jobs-to-be-Done**

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Theory makes
this possible.
In practice we
leverage this
tenet by
conducting
quantitative
research that is
specifically
designed to
reveal under-
and overserved
customer desired
outcomes and

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segments of
customers with
different unmet
outcomes.

**The Core Tenets
of Jobs-to-be-
Done Theory | by
Tony Ulwick ...**
Put Jobs-to-be-
Done Theory
(JTBD) into
practice with
Outcome-Driven

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Innovation Ebook

(ODI). Access
frameworks,
templates,

examples and
case studies.

Philip Kotler
calls Tony

Ulwick “the
Deming of
innovation.”

Clayton

Christensen

credits him with

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“bringing
predictability
to innovation.”
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**Reinventing
Market Research
To Put Jobs-to-
be-Done Theory**

...

Put Jobs-to-be-
Done Theory
(JTBD) into
practice with
Outcome-Driven

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(ODI). Access frameworks, templates, examples and case studies. Philip Kotler calls Tony Ulwick “the Deming of innovation.”

Clayton Christensen credits him with

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“bringing
predictability
to innovation.”
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**JTBD + Outcome-
Driven
Innovation**

The theory of
Jobs to Be Done
is a framework
for better
understanding
customer
behavior. While

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conventional

marketing

focuses on

market

demographics or
product

attributes, Jobs

Theory goes
beyond

superficial
categories to

expose the
functional,
social, and

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emotional Ebook
dimensions that
explain why
customers make
the choices they
do.

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A Jobs-to-be-
Done Growth
Strategy Matrix

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to categorize,
understand, and
employ 5 growth
strategies:
differentiated,
dominant,
disruptive,
discrete, and
sustaining.
Outcome-Based
Segmentation
Outcome-Driven
Innovation, the
tested

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process that
ties customer-
defined metrics
to the
customer's Job-
to-be-Done

**Jobs to be Done:
Theory to
Practice:
Anthony W.
Ulwick ...**
For 25 years,

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Ulwick and his company, Strategyn, have helped over 400 companies, applying Jobs-to-be-Done Theory in practice with a success rate of 86%—a 5-fold improvement.

“Ulwick has taken the guesswork out of

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innovation,”
says the ‘father
of modern
marketing,’

Philip Kotler ,
S. C. Johnson
Distinguished
Professor of
International
Marketing at the
Kellogg School
of Management,
Northwestern
University.

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**Jobs to be Done:
Theory to
Practice eBook:
Ulwick, Anthony**

...

Jobs-to-be-done theory tells us that the more jobs a product can help a customer get done, the more valuable that

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product is as a product platform in that space. The swiss army knife, for example, helps customers get dozens of jobs done, and the smartphone helps customers get thousands of jobs done.

Design a

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business around
a job-to-be-
done.
Lenscameras

**Jobs-to-be-Done
Theory &
Methodology –
JTBD Theory –
Strategyn**
market entry.

The jobs-to-be-
done theory
supports that it
is more

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important to
align R&D
alongside jobs
consumers need
to get done,
jobs, which
facilitate their
lives and for
which they
searched a
solution
historically.
The proposition
the jobs-to-be-

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offers is the

Segmentation & the Jobs-to-be- done theory: A Conceptual ...

Ulwick defines
Jobs to be Done
as: Jobs-to-be-
Done Theory
provides a
framework for
(i)

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categorizing,
defining,
capturing, and
organizing all
your customer's
needs, and (ii)
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defined
performance
metrics (in the
form of desired
outcome
statements) to
the Job-to-be-

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Done. Practice Ebook

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**Know the Two –
Very – Different
... - Jobs to be
Done**

JOBS-TO-BE-DONE
THEORY is
comprised of a
group of
principles or
tenets that form
a foundation for
making marketing

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more effective
and innovation
more predictable
by focusing on
the customer's
job-to-be-done.
The theory is
based on the
notion that
people buy
products and
services to get
a "job" done.

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**What Is Jobs-to-be-Done?. Is
Jobs-to-be-Done
a theory? A ...**

The
revolutionary
theory behind
Jobs to Be Done
argues that
people purchase
products and
services to
solve a specific
problem or

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fulfill a distinct need.
For example,
people down
shovel down
Rocky Road and
Buttered Pecan
ice cream
because they
want nuts,
marshmallows,
and gobs of
frozen goodness,
but because they

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feel the need to celebrate, indulge, or bond with friends and family.

Jobs to Be Done: A Roadmap for Customer-Centered

...

Jobs-to-be-Done Theory provides a framework for (i)

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categorizing,
defining,
capturing, and
organizing all
your customer's
needs, and (ii)
tying customer-
defined
performance
metrics (in the
form of desired
outcome
statements) to
the Job-to-be-

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Done." –from
Jobs to Be Done:
Theory to
Practice by
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**How To Create A
Product
Innovation
Strategy Using
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Jobs-to-be-Done
Theory proposes
that in order to

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customer needs
Ebook
in a way that
Lensescameras
makes innovation
predictable,
companies should
stop focusing on
the product or
the customer and
instead focus on
the underlying
process or “job”
the customer is
trying to get

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