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Jobs To Be Done

Theory To

Jobs To Be

Practice

Done Theory

To Practice

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What Jobs-To-Be-Done Theory Tells Us Define your markets around the job-to-be-done. Help customers get the entire job done. People do not want to have to cobble together different... Help customers get more jobs done. Products evolve over time to help people get more jobs done. Design a business ...

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**Jobs-To-Be-Done
Theory |**

**Methodology |
Strategyn**

Jobs-to-be-Done Theory. A theory is a set of tenets that has been formed as an attempt to explain things that have already been substantiated by data. Jobs-to-be-Done Theory is comprised of a group of principles or tenets that explain how to make marketing more

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effective and
innovation more
predictable by focusing
on the customer's job-
to-be-done.

**The Core Tenets of
Jobs-to-be-Done
Theory - Jobs-to-be**

...

Jobs-to-be-Done Theory
is best defined as a
group of principles that
explain how to make
marketing more
effective and
innovation more

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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.

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

CustomerThink

And the jobs to be done theory helped me frame it very differently. Kodak saw digital imaging coming.

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And starting in the early 1990s, they invested \$8 billion to get really good at digital imaging.

The “Jobs to be Done” Theory of Innovation

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

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market demographics or product attributes, Jobs Theory goes beyond superficial categories to expose the functional, social, and emotional dimensions that explain why customers make the choices they do.

Jobs To Be Done - Christensen Institute : Christensen ...

The Core Tenets of Jobs-

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to-be-Done Theory The

Core Tenets of Jobs-to-

be-Done Theory With

decades of scrutiny in

academic and

practitioner settings,

these core tenets of

Jobs-to-be-Done Theory

form the foundation

for growth.

Jobs-to-be-Done +

Outcome-Driven

Innovation

Jobs-to-be-Done Theory

proposes that in order

to understand

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customer needs in a way that 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 done.

Jobs-To-Be-Done | Training, Conference | Strategyn

Jobs-to-be-done theory does. It transforms our

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understanding of customer choice in a way that no amount of data ever could, because it gets at the causal driver behind a purchase. The Business of ...

Know Your Customers' "Jobs to Be Done"

Jobs-to-be-Done is best defined as a perspective — a lens through which you can observe markets,

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customers, needs, competitors, and customer segments differently, and by doing so, make innovation far more predictable and profitable. JOBS TO BE DONE: Theory to Practice takes the theory and the ODI process to the next level.

**Jobs-to-be-Done
Book | FREE PDF |
Ulwick | JTBD**

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Jobs-to-be-done can sprawl across dozens of industry categories. Clearly a company can't address each job, but by looking broadly it can re-define its true "competition." After it ...

Six Steps to Put Christensen's Jobs-to-be-Done Theory into ...

In 1999, Tony introduced Clayton

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Christensen to the idea that "people have underlying needs or processes in their lives, that they are addressing in some way right now" - an insight that was to become Jobs-to-be-Done Theory.

Jobs to be Done: Theory to Practice: Anthony W. Ulwick

...

Keep in mind that the reason the jobs-to-be-

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done theory is so powerful is because it allows companies to analyze the job like it would analyze a business process, providing a new and effective method for uncovering and prioritizing customer needs.

Jobs-To-Be-Done Examples | Defining the Job | Strategyn

Jobs to be Done is a theory of consumer

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action. It describes the mechanisms that cause a consumer to adopt an innovation. The theory states that markets grow, evolve, and renew whenever customers have a Job to be Done, and then buy a product to complete it (get the Job Done).

What is Jobs to be Done (JTBD)? - Jobs to be Done

Managed by Alan

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Klement, JTBD.info is where JTBD practitioners share their experience, tools, and stories of using the theory of Jobs to be Done to become great at creating and selling products that people will buy. Everyone is welcome to submit a contribution.

Jobs to be Done

Clayton Christensen's "The Innovator's Dilemma" was a classic

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text on how companies fail. In a new book, "Competing Against Luck," Christensen tackles the opposite challenge: how companies succeed.

**Clayton Christensen:
The Theory of Jobs
To Be Done ...**

The core tenets of Jobs-to-be-Done Theory are summarized as follows: People buy products and services to get a "job" done. Jobs are

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functional, with emotional and social components. A Job-to-be-Done is stable over time. A Job-to-be-Done is solution agnostic. Success comes from making the "job", ...

What Is Jobs-to-be-Done? - Jobs-to-be-Done + Outcome ...

We put Jobs-to-be-Done Theory into practice with Outcome-Driven Innovation®, a process that delivers

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an innovation success rate that is five times (5X) the industry average. SERVICES We provide product, marketing and innovation management teams with the programs, capabilities and support needed to formulate and implement winning growth strategies.

**Strategyn |
Innovation**

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**Consulting Firm |
Services ...**

Consumption chain jobs are the product-related jobs that must get done throughout the product lifecycle. These jobs include installation, set up, and storing, transporting, maintaining, repairing, cleaning, upgrading, and disposing of the product. Some consumption chain jobs may be executed by the core functional job

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**The Jobs-to-be-Done
Canvas - Jobs-to-be-
Done + Outcome ...**

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