

One-Day Jobs to Be Done Jumpstart-Workshop

Description

In this intense one-day workshop you will learn the knowledge, skills, and tools required to get started with applying the *Jobs to Be Done* theory, the state-of-the-art way of creating innovations based on the *jobs* people want to accomplish. This workshop covers – at a foundational level – all the concepts, the interviewing techniques, and interview evaluation procedures necessary to define customer needs as customer *jobs* and to transfer those into customer profiles, ready to be matched by value propositions.

Course Length

8 hrs.

Course Objectives

- Understanding the Jobs to Be Done (JTBD) theory
- Being able to conduct JTBD customer interviews using the interview tool set and learn how to evaluate the results
- Being able to express customer jobs based on insights obtained, transferring them into customer profiles, and prioritize them

Modules

1. Grounding in the *jobs* theory
2. Obtaining insights and expressing *jobs to be done*
3. Conducting *jobs to be done* interviews
4. Evaluating *jobs to be done* interviews

Recommended Class Size

4 – 12 participants

Target Audience

Job roles that typically have one of these jobs

- Entrepreneur, Chief Innovation Officer, strategist
- Product manager, marketing and market research experts, UX designer, software developer
- Product and strategy consultants

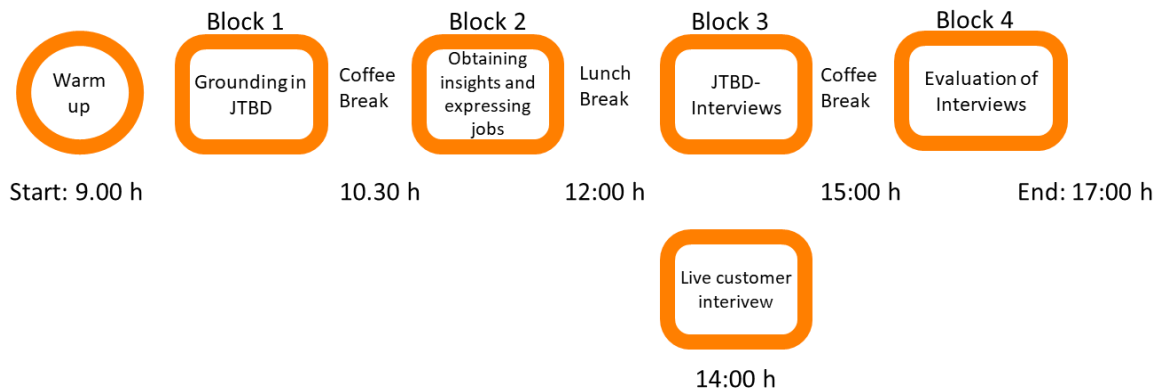
Participant pre-requisites

- None

Participant Material

- Student workbook
- JTBD interview card deck, © Jonathan Briggs
- Interview evaluation charts
- JTBD Framework “place mat”
- Certificate of attendance

Workshop Flow



Workshop Contents

Block 1

- Grounding in the Jobs to Be Done theory
- The Jobs to Be Done metaphor
- De-coupling of problem and solution

Block 2

- Understanding progress
- Dimensions of Jobs
- Circumstances of struggle
- Real-life customer journeys
- Defining customer jobs

Block 3

- The interview process
- The interview tool
- Practicing JTBD interviews
- Live interview with a customer

Block 4

- Evaluation of Jobs to Be Done interviews
- Detecting patterns
- Finding high-value jobs
- Summary

Required Training Room Equipment

- Projector (HDMI)
- Speakers
- Preferred seating style: pods of 4-6 people
- 2 Flipcharts

Pricing

- 1 day workshop moderation: 2.500 €
- Material: 50 € per participant
- Travel cost based on cost

*VAT is not included

Pries are valid until 30/09/2019 and are related to workshop events within the EU and Switzerland