

JTBD SUMMIT

EUROPE 2019

March 27-28, 2019 Vienna

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JTBD SUMMIT
EUROPE 2019

YOUR HOST

- / Edizon (formerly Strategyn iip) is your partner for growth through customer-centric innovation.
- / We put Jobs-to-be-Done (JTBD) theory into practice with the Outcome-Driven Innovation[®] (ODI) process in close partnership with Strategyn, Inc.

EDIZON
Partner of Strategyn



Martin Pattera Gerald Steinwender

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WHAT YOU WILL GET

- / Learn how to uncover what your customers really want.
- / Get a new perspective on innovation with Jobs-to-be-Done thinking and your **Level 1 Summit Certificate - JTBD + ODI Entry**.
- / Use the interactive format and discussions to meet innovation executives.
- / Exchange experiences on customer-centric innovation.

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HOW TO GET THE CERTIFICATE

/ after the SUMMIT via email

PLEASE ADD IT TO YOUR LINKEDIN PROFILE

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TOPICS

- / 01 job-based business vision and innovation strategy
- / 02 job-based product and service strategy that informs the development of solutions
- / 03 job-based market strategy for selecting adjacent and new markets to enter
- / 04 bringing successful new products to market by reprioritizing your development pipeline
- / 05 increasing short-term sales via effective job-based messaging

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WHO IS ATTENDING

- / C-Level Manager
- / Head of Product Management, Head of Research and Development
- / New Business Development, Digital Transformation Manager
- / Strategic Product Manager, Strategic Marketing Manager
- / Market Researcher, Innovation Manager

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15 SPEAKERS - THANK YOU SO MUCH



Anthony W. Ulwick



Andreas Bachmaier



Jennifer Caffarel



Florian Dahm



Este Digue



Chris Gibson



Dietfried Globocnik



Karl-Heinz Mayer



Martin Pattera



Oliver Ratschka



Petr Salz



Florian Schütz



Gerald Steiner



Jan Tatousek



Mark Veldhoen



Schönbrunn Palace, Apothekertrakt
1130 Vienna

17:45 **Registration**

18:30 **Opening**

Gerald Steinwender & Martin Pattera, Managing Partners, Edizon

18:40 **Overview on Jobs-to-be-Done and Outcome-Driven Innovation**

Martin Pattera, Managing Partner, Edizon

19:00 **Exchanging Viewpoints with Tony Ulwick on Customer-Centric Innovation**

Anthony W. Ulwick, Founder & CEO, Strategyn

Martin Pattera, Managing Partner, Edizon

20:00 **Dinner**

22:00 **End of Day 1**



Wolke 19, Ares Tower
1220 Vienna

08:15 **Registration**

09:00 **Introduction and Agenda**

09:15 **Put Jobs-To-Be-Done Theory into Practice with Outcome-Driven Innovation, Part 1**
Anthony W. Ulwick, Founder & CEO, Strategyn

09:45 **Challenge Industry 4.0: How to Make Digitalization Work in the Engineering Industry**
Gerald Steiner, Vice President Digitalization, Voith Paper
Martin Pattera, Managing Partner, Edizon

10:15 **Break**



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10:45 Panel 1: JTBD + ODI in B2B

Improving New Business Development at Borealis

Florian Schütz, New Business Development, Borealis

Using ODI and JTBD in Construction – Not All Contractors are Born Equal

Florian Dahm, Senior Consultant in the Strategic Marketing Department , PERI

How Jobs-to-be-Done Guides a Successful Digitalization Strategy

Andreas Bachmaier, Digital Solutions Management, W&H

11:45 Wrap-up

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12:00 **Lunch Break**

13:00 **Put Jobs-To-Be-Done Theory into Practice with Outcome-Driven Innovation, Part 2**
Anthony W. Ulwick, Founder & CEO, Strategyn

13:30 **Creating an Entirely New Market by Solving Unmet Needs of the Existing Market**
Este Digue, Customer Value & Innovation, Motus
Petr Salz, Director of Business Development Europe, Strategyn



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14:00 Panel 2: JTBD + ODI in B2C

Advertising for Fisherman's Friend with Jobs-to-be-Done

Chris Gibson, Global Marketing, Fisherman's Friend

Petr Salz, Director of Business Development Europe, Strategyn

ODI@Riwal

Oliver Ratschka, Innovation Strategist, Edizon

Unleashing the Innovation Potential of Well-Established Healthcare

Jan Tatousek, Director Innovation Strategy, Philips Research

Jennifer Caffarel, PhD, Clinical Research Scientist, Philips Research

15:00 Break



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15:30 Identifying Underserved Needs for Growth

Karl-Heinz Mayer, Director of Innovation Management, Eaton Industries (Austria)
Dietfried Globocnik, PhD, Innovation Strategist, Edizon

16:00 Breakout Session (simultaneous)

1. Strategy: How to Define the JTBD/Market for your Business Challenge

2. Operations: How to Execute an ODI Project in Detail

17:00 How to Implement JTBD Thinking and Outcome-Driven Innovation in an Organization

Martin Pattera, Managing Partner, Edizon

17:15 Wrap-up

17:30 End

JTBD SUMMIT

EUROPE 2019

March 25-26, 2020 Vienna

SEE YOU AT
2nd JTBD SUMMIT
EUROPE 2020

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