



EDIZON

Partner of Strategyn

UNCOVER WHAT
YOUR CUSTOMERS
REALLY WANT



HOW TO IMPLEMENT JTBD THINKING AND OUTCOME-DRIVEN INNOVATION® IN AN ORGANIZATION

Jobs-to-be-Done Theory in Practice

Welcome to a new way of thinking
about strategy and innovation

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Edizon Innovation GmbH

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Consultancy for Growth by Customer Centric Innovation

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Martin Pattera

- **Managing Partner at Edizon Innovation GmbH**
- Martin holds an MBA from the Vienna University of Economics and Business and has over a decade of innovation experience. Prior to Edizon, he held key positions at Roland Berger Strategy Consultants and Mayr-Melnhof Karton.
- He has been the project manager of a large number of innovation projects, and has industry expertise in the fields of mechanical engineering, construction industry, energy management, information technology and medical devices.
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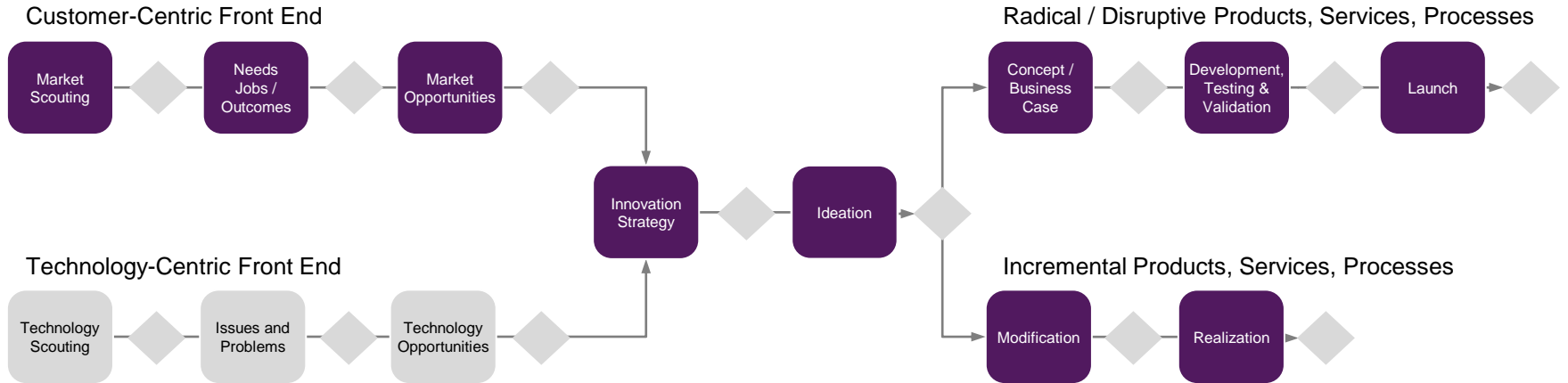
JTBD + ODI INCREASE THE INNOVATION PERFORMANCE 5-FOLD

JTBD theory and ODI process pull the Innovation Management System to the next level.



JTBD Theory + ODI Process	
STRATEGY	Define a customer-centric and data-driven innovation strategy
CULTURE	Create a common language for innovation
ORGANIZATION	Make the innovation process predictable
FRONT END	Uncover what customers really want and where opportunities in the market exist
DEVELOPMENT	Supply a measurable guideline for concepting, testing and development
LAUNCH	Define the opportunity-based language for communication and promotion
INNOVATION PERFORMANCE	Increase the innovation performance 5-fold

EDIZON'S JOB BASED INNOVATION PROCESS



JTBD INSTITUTE EUROPE

MISSION

Increase and convey knowledge on **JTBD theory and the ODI® process** to empower innovators creating valuable solutions that people love. The mission comprises four specific "jobs":

- / **Convey knowledge** through blogs, training and publications
- / **Facilitate a cross-industry community** of innovators
- / **Appreciate achievements** in knowledge transfer through certificates
- / **Increase knowledge** on customer-centric innovation through research

OUTLOOK 2020: ENVISIONING "JTBD BASED INNOVATION MANAGEMENT"

How to become a customer-centric organization and growth factory



Gain individual knowledge in different formats:

/ **JTBD Webinar**

JTBD WEBINAR 1 h
free



/ **JTBD Sprint**

JTBD SPRINT 3 h
free



meetup

/ **JTBD Summit + Level 1 Certificate**

JTBD SUMMIT EUROPE
1,5 d



Level 1 Certificate
JTBD+ODI Entry

/ **JTBD Master Class + Level 2 Certificate**

JTBD MASTER CLASS
1 d



Level 2 Certificate
JTBD+ODI Foundation

/ **JTBD Best Practice Class + Level 3 Certificate**

JTBD BEST PRACTICE CLASS
2 d



Level 3 Certificate
JTBD + ODI Application

JOIN OUR JTBD + ODI MEETUP GROUPS AND TAKE PART AT THE JTBD SPRINT

JTBD INSTITUTE
EUROPE

Link

meetup

JTBD + ODI
Meetup Vienna

Mitglied von JTBD ODI Meetup Groups DACH - 3 Gruppen

**JTBD + ODI Meetup
Vienna**

📍 Wien, Österreich
👥 15 Mitglieder · Öffentliche Gruppe
👤 Organisiert von **Martin Pattera**



meetup

JTBD + ODI
Meetup Frankfurt

Mitglied von JTBD ODI Meetup Groups DACH - 3 Gruppen

**JTBD + ODI Meetup
Frankfurt**

📍 Frankfurt am Main, Deutschland
👥 76 Mitglieder · Öffentliche Gruppe
👤 Organisiert von **Martin Pattera**



meetup

JTBD + ODI
Meetup Zürich

Mitglied von JTBD ODI Meetup Groups DACH - 3 Gruppen





JTBD + ODI Meetup Zurich

📍 Zürich, Schweiz
👥 56 Mitglieder · Öffentliche Gruppe
👤 Organisiert von **Martin Pattera**



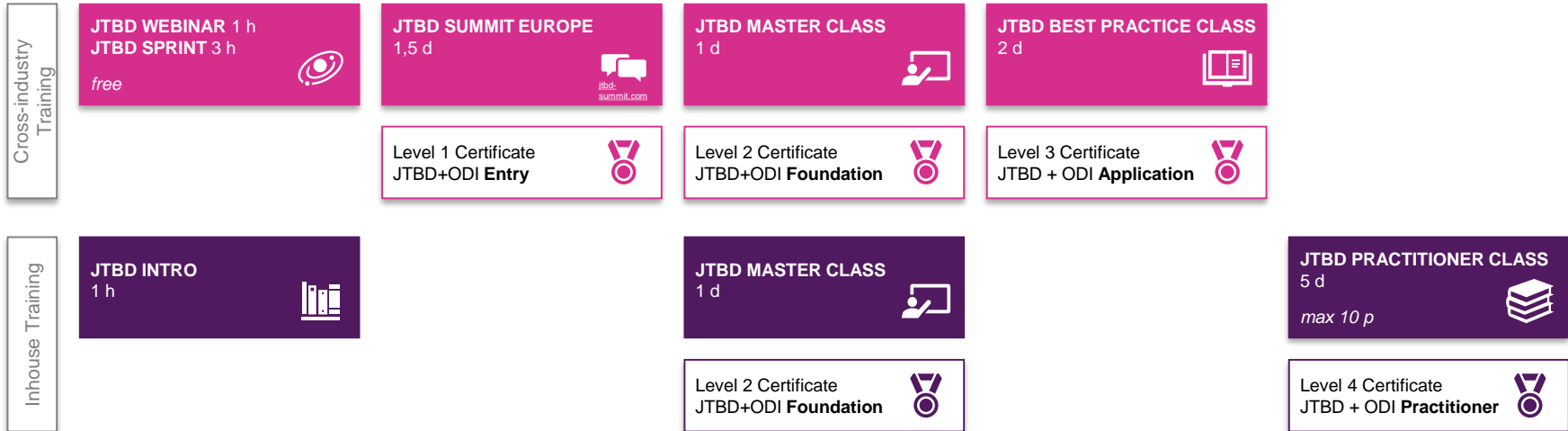
YEAR 2019 CALENDAR CROSS-INDUSTRY TRAINING

How to become a customer-centric organization and growth factory

	Webinar	Meetup	Conference	Master Class	Best Practice Class	
Jan	1. JTBD WEBINAR Jobs-to-be-Done with ODI Jan, 30 2019 1 hour					Jan
Feb		1. JTBD SPRINT Jobs-to-be-Done with ODI Frankfurt, Germany Feb, 27 2019 3 hours 				Feb
Mar			1. JTBD SUMMIT EUROPE Level 1 Certificate - JTBD+ODI Entry Vienna, Austria Mar, 27-28 2019 1,5 days			Mar
Jun					1. JTBD BEST PRACTICE CLASS Level 3 Certificate - JTBD+ODI Application Voith Paper, Heidenheim, Germany Jun, 6+7 2019 2 days	Jun
Aug	2. JTBD WEBINAR REPLAY Jobs-to-be-Done with ODI Aug, 27 2019 1 hour					Aug
Sep		2. JTBD SPRINT Jobs-to-be-Done with ODI Zurich, Switzerland Sep, 18 2019 3 hours 				Sep
Oct					1. JTBD MASTER CLASS Level 2 Certificate - JTBD+ODI Foundation Vienna, Austria Oct, 24 2019 1 day	Oct
Nov	© Jobs-to-be-Done Institute Europe is powered by Edizon Innovation GmbH - All rights reserved 2019		INNOVATION ROUNDTABLE SUMMIT 2019 (external conference) Copenhagen, Denmark Nov, 5-7 2019 3 days		JTBD ... Jobs-to-be-Done ODI ... Outcome-Driven Innovation®	Nov
		Increasing Extent of JTBD and ODI Knowledge Transfer →				

CROSS-INDUSTRY TRAINING AND INHOUSE TRAINING FOR JTBD IN PRACTICE WITH ODI

How to become a customer-centric organization and growth factory



ATTENDEES AND YOUR JOB-TO-BE-DONE

How to become a customer-centric organization and growth factory

Attendee	Your Job-to-be-Done
C-Level Manager	Achieve profitable growth through innovation
Head of Product Management	Manage the product and service portfolio of your company or business unit
Head of Research and Development	Develop new products and services
New Business Development	Define new business opportunities in products, services and business models
Digital Transformation Manager	Transform the company with digital technologies and define disruptive digital solutions for customers
Strategic Product Manager	Define and launch new products and services
Strategic Marketing Manager	Promote new products and services
Market Researcher	Analyze what customers really want and define innovation opportunities
Innovation Manager	Manage innovation process and innovation management system

CONTACT

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