

JTBD SUMMIT

EUROPE

March 24-25, 2021 Vienna

2nd JTBD SUMMIT EUROPE 2021

ThirtyFive – Top of Vienna, 1100 Vienna

WHAT YOU WILL GET

- / Learn how to uncover what your customers really want and create growth strategies.
- / Get a new perspective on innovation with Jobs-to-be-Done theory, Outcome-Driven Innovation and your **Level 1 Summit Certificate – JTBD + ODI "Explore"**.
- / Use the interactive format and discussions to connect with innovation executives.
- / Share your experience in customer-centric innovation.

Pre-
Conference
Sessions

Main
Conference
Day 1 +
Dinner

Main
Conference
Day 2

TOPICS

- / 01 Discover Opportunities and Growth Strategies
- / 02 Foster New Business Development and Disruption
- / 03 Uncover Ecosystems for Value Creation
- / 04 Accelerate Needs-Driven Ideation
- / 05 Shape the Customer Journey in a Digital World
- / 06 Become a Customer-Centric Organization

WHO IS ATTENDING

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

SPEAKERS FROM THE FOLLOWING COMPANIES

EDIZON
Partner of Strategyn

STRATEGYN

INTERNATIONAL PAPER

maico

Neeley
SCHOOL OF BUSINESS

Roche

SMC

TEMPO

www.jtbd-summit.com / 1

UNIQA



Anthony W. Ulwick



Marco De Polo



Unnur Ösp Á.



Robert Andexer

JTBD SUMMIT

EUROPE

June
15,
2020

JTBD + ODI INTRODUCTORY SESSION

Oliver Ratschka, Innovation Strategist, Edizon

Pre-
Conference
Session



Oliver Ratschka

13:00 Registration

13:30 Overview: **The Power of Jobs-to-be-Done Theory**

Case Study: **Jobs-to-be-Done Theory and Outcome-Driven Innovation in Practice**

14:30 **What Customer Inputs Make Innovation Predictable**

Step 1: **Define the Market with Job Executor and Job-to-be-Done**

Step 2: **Uncover the Customer's Needs – Tied to the Job-to-be-Done**

15:30 Break

15:45 **How to Formulate a Winning Growth Strategy**

Step 3: **Quantify the Degree to which Each Need is Under/Overserved**

Step 4: **Discover Hidden Segments of Opportunity**

Step 5: **Use the Data Model to Formulate a Winning Growth Strategy**

Q&A / Wrap-up

17:30 End of Introductory Session

June
15,
2020

JTBD + ODI PRACTITIONER CIRCLE

Anthony W. Ulwick, Founder & CEO, Strategyn, USA

Martin Pattera, Managing Partner, Edizon
Limited Seats

Pre-
Conference
Session



Anthony W. Ulwick

13:00 Registration

13:30 Latest Developments in Jobs-to-be-Done Theory and Outcome-Driven Innovation

Discuss the Most Burning Challenges and Share Your Experience

/ **Digital Disruption and New Business Development**

/ **New Market Scouting**

/ **Innovation Ecosystem**

/ **Customer Needs Based Ideation with Ideation Triggers**

/ **Customer-Centric Organization**

Wrap-up

17:30 End of Practitioner Circle



Martin Pattera

June
15,
2020

EVENING SESSION

Main
Conference
Day 1 +
Dinner



Gerald Steinwender

18:00 Registration

18:30 Welcome and Opening

Gerald Steinwender & Martin Pattera, Managing Partners, Edizon



Martin Pattera

18:40 **Keynote: Find New Revenue Streams –**

How do you quickly find attractive adjacent markets and new markets to pursue?

Anthony W. Ulwick, Founder & CEO, Strategyn, USA



Anthony W. Ulwick

19:20 Answers to Your Challenges

Anthony W. Ulwick, Founder & CEO, Strategyn, USA

Martin Pattera, Managing Partner, Edizon

19:50 Wrap-up and Conference Outlook

20:00 Dinner

22:00 End of Day 1

June
16,
2020

MAIN CONFERENCE

Main
Conference
Day 2

08:00 Registration

08:30 Introduction and Agenda

08:40 **Framework: Put Jobs-to-be-Done Theory into Practice with Outcome-Driven Innovation**

Martin Pattera, Managing Partner, Edizon

09:00 **Keynote Discussion: Outcome-Driven Innovation Applied to Strategy – An Opportunity Driven Approach and Process to Strategy Development**

Marco De Polo, Head Strategic Insights & Open Innovation, Roche Diabetes Care, USA
Dietfried Globocnik, PhD, Innovation Strategist, Edizon

09:45 **Panel: JTBD + ODI in Software and Insurance**

How to Re-Invent Time Tracking Software - Managing data to understand the value of time

Unnur Ösp Á., Design Strategy Lead, Tempo Software, Iceland

Quit Scratching the Surface! Human-centered Innovation with Jobs-to-be-Done and Outcome-Driven Innovation

Tina Thron, Head of Customer Experience, Uniqa, Austria

10:30 Break

11:00 **Panel: JTBD + ODI Practitioner Talk**

Lance A. Bettencourt, PhD, Associate Professor, Neeley School of Business, USA

Dietfried Globocnik, PhD, Innovation Strategist, Edizon

Petr Salz, Director of Business Development Europe, Strategyn, Netherlands

11:45 **Live on Stage Interview: Uncovering Needs of a Real Customer**

Anthony W. Ulwick, Founder & CEO, Strategyn, USA

12:15 Lunch Break



Martin Pattera



Marco De Polo



Dietfried Globocnik



Unnur Ösp Á.



Tina Thron



Lance A. Bettencourt



Petr Salz



Anthony W. Ulwick

JTBD SUMMIT

EUROPE

June
16,
2020

MAIN CONFERENCE

Main
Conference
Day 2

13:30 **Keynote: The Jobs-to-be Done as a Guideline for Groundbreaking Innovation in the Building & Construction Industry**

Robert Andexer, Head of Business Unit Door, Mayer & Co Beschläge, Austria



Robert Andexer

14:00 Breakout Session (simultaneous)

Looking for Innovation Opportunities in a Highly Commoditized Market

Katarzyna Kozmik, Marketing Manager, International Paper, Belgium

Petr Salz, Director of Business Development Europe, Strategyn, Netherlands



Katarzyna Kozmik

How Trends and New Technologies Drive New Business Development and Disruption

Lance A. Bettencourt, PhD, Associate Professor, Neeley School of Business, USA



Petr Salz

15:00 Interactive Break with Table Discussions

15:45 **Keynote: Use Outcome-Driven Innovation to Identify Gaps in Our Digital Customer Journey**

Marcus Kohlbeck, Head of Product Management CEE Group, SMC Austria



Lance A. Bettencourt

16:15 JTBD Europe Award

16:45 Q&A, Wrap-up

17:00 End

Moderator: Oliver Ratschka, Innovation Strategist, Edizon



Marcus Kohlbeck



Oliver Ratschka

JTBD SUMMIT

EUROPE

Event Location

ThirtyFive – Top of Vienna

Located in myhive TWIN TOWERS

Wienerbergstrasse 11

1100 Vienna, Austria

www.thirty-five.at



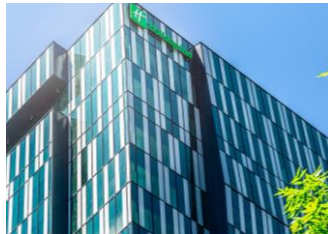
Recommended Hotel

Holiday Inn Vienna South

Wienerbergstrasse 11,

1100 Vienna, Austria

www.ihg.com/holidayinn



JOBS-TO-BE-DONE AND OUTCOME-DRIVEN INNOVATION

- / **Jobs-to-be-Done (JTBD)** theory is widely accepted as the future of innovation. Jobs-to-be-Done is best defined as a perspective - a lens through which you can observe markets, customers, needs, competitors, and customer segments differently.
- / Learn how to apply this thinking and help your company make innovation predictable and profitable. The **Outcome-Driven Innovation® (ODI)** process puts Jobs-to-be-Done theory into practice.

YOU WILL GET

- / Latest insights about Jobs-to-be-Done + Outcome-Driven Innovation®
- / Insights and experiences from corporate users
- / **Level 1 Summit Certificate – JTBD + ODI "Explore"** (after the SUMMIT by email)

SUMMIT CONTACT



Daniela Pflieger

daniela.pflieger@edizon-innovation.com

Mobile Phone +43 676 89 82 65 213



Lydia Wegsada

Mobile Phone +43 664 35 45 277



Bettina Wagner

Mobile Phone +43 676 898 265 181