

JTBD SUMMIT

EUROPE 2021

Hybrid
Event

March 24-25, 2021 Vienna & Online

2nd JTBD SUMMIT EUROPE 2021

Become Customer-Centric and
Achieve Innovation Excellence

WHAT YOU WILL GET

- / Learn how to uncover what your customers really want, create growth strategies and become customer-centric.
- / Get a new perspective on innovation with Jobs-to-be-Done theory, Outcome-Driven Innovation and your **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



Neeley
SCHOOL OF BUSINESS

Roche

SMC



www.jtbd-summit.com / 1

UNIQA



Anthony W. Ulwick



Marco De Polo



Tina Thron



Robert Andexer

March
24,
2021

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

March
24,
2021

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

March
24,
2021

EVENING SESSION

- 18:00 Registration
- 18:30 Welcome and Opening
Gerald Steinwender & Martin Pattera, Managing Partners, Edizon
- 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
- 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

Main
Conference
Day 1 +
Dinner



Gerald Steinwender



Martin Pattera



Anthony W. Ulwick

March
25,
2021

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: 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 Beschlage, Austria

09:30 **Panel: JTBD + ODI in Packaging and Insurance**

Co-Innovation Service - Blended Methodologies to Support Food Brands in Launching Successful Products

Gabriele Molari, PhD, Ideation and Concept Development Manager, Tetra Pak, Italy

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

Tina Thron, Head of Customer Experience, Uniqa, Austria

10:15 Break

10:45 **Panel: JTBD + ODI Practitioner Talk**

Dietfried Globocnik, PhD, Innovation Strategist, Edizon

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

11:15 **Keynote: Use Outcome-Driven Innovation to Identify Gaps in Our Digital Customer Journey**

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

11:45 Lunch Break



Martin Pattera



Robert Andexer



Gabriele Molari



Tina Thron



Dietfried Globocnik



Petr Salz



Marcus Kohlbeck

March
25,
2021

MAIN CONFERENCE

Main
Conference
Day 2



Marco De Polo

- 13:00 **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



Dietfried Globocnik

- 13:45 **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



Lance A. Bettencourt

- 14:45 **Interactive Break with Table Discussions**

- 15:15 **Live on Stage Interview: Uncovering Needs of a Real Customer**
Anthony W. Ulwick, Founder & CEO, Strategyn, USA



Petr Salz

- 15:45 **Summary: How to Become Customer-Centric and Achieve Innovation Excellence**
Anthony W. Ulwick, Founder & CEO, Strategyn, USA
Martin Pattera, Managing Partner, Edizon

- 16:15 **JTBD Europe Award**

- 16:45 **Q&A, Wrap-up**

- 17:00 **End**

Moderator: Oliver Ratschka, Innovation Strategist, Edizon



Anthony W. Ulwick



Oliver Ratschka

JTBD SUMMIT

EUROPE 2021

Event Location

ThirtyFive – Top of Vienna

Located in myhive TWIN TOWERS

Wienerbergstrasse 11

1100 Vienna, Austria

www.thirty-five.at



Recommended Hotel

Hilton Garden Inn Vienna South

Located next to myhive TWIN TOWERS

Hertha-Firnberg-Straße 5,

1100 Vienna

<https://www.hiltonhotels.de/oesterreich/hilton-garden-inn-vienna-south/>



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
- / **Certificate JTBD + ODI "Explore"** (after the SUMMIT by email)

SUMMIT CONTACT



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