

JTBD SUMMIT

EUROPE 2021

Online
Event

March 24-25, 2021 – Online

CHALLENGES FROM PARTICIPANTS

2nd JTBD SUMMIT EUROPE 2021

Become Customer-Centric and
Achieve Innovation Excellence

EDIZON
Partner of Strategy

STRATEGYN

SMC



Neeley
SCHOOL OF BUSINESS



AIB

Nitto
Innovation for Customers

PIONEERS

UNIQA

jtbd-summit.com

Consumer Goods Industry

"Jobs-to-be-Done", but how?



Consumer Goods Industry

We have many potential innovation ideas, but too little time and capacity to evaluate and develop them sufficiently.



Consumer Goods Industry

The focus is mostly on the operational topics and not on those that will be needed in the future.



Consumer Goods Industry

Finally, when innovations are needed, you don't have them available – either whole products or just single features.




Consumer Goods Industry

Main question: How do you get the horse-powers on the ground? Which change of mindset is necessary?



Financial Industry

A topic I'd interested in is how JTBD translates into the Passion Economy. I.e., how applicable will the framework be if customers turn out to be creators in their own right!




Industrial Heating Industry

One topic that really interests me is how to define metrics for measuring innovation performance and culture within a company.



Industrial Heating Industry

I have read several articles on the topic, but the metrics seem to differ based on industries, markets, etc. In my research, I have not yet come across any standardized metrics for measuring these areas.



Plastic Industry

The topics I am mainly interested in are:
Customer Experience, Customer Value
Creation and Innovation



Automation Technology Industry

Digitalization, globalization and associated challenges are a major issue.



Topic 1: Conducting JTBD Interviews across countries and regions


What are challenges when exploring in different countries/regions? The basic "job" is the same everywhere – but how would you assess specific needs that relate to either cultural or social contexts?

In particular, we will be conducting JTBD research in China. I am not sure if the line of questioning we pursue in Europe can be handled equally in China.

Machinery Industry

Topic 2: Rolling out JTBD in a large company

What are best practices to really get the people involved and/or enabled? Not everyone will become a JTBD specialist. So, we need to establish both – the mindset and a formal "toolset". How do you ensure "quality" when JTBD Interviews are carried out internally?



Topic 3: Needs Statements

Statements are (sometimes) already clumsy in English; in German, it often gets worse. Our experience is that sometimes it is so much easier and more comprehensible to use "maximize" instead of "minimize". Furthermore, I would like to get some insights on how others are addressing "comfort issues" that are often of high relevance for customers.

Machinery Industry

Topic 3: Needs Statements

Side-Topic: how do you differentiate about
"perceived time" and "actual time"?



Machinery Industry

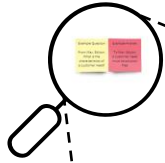
Topic 4: Quantification in B2B Surroundings

I wonder how other companies address the topic of quantification in a B2B environment with possibly only few potential interview partners – or hard to identify interviewees ... this is definitely a cost factor.

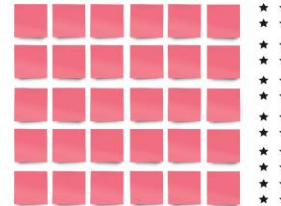
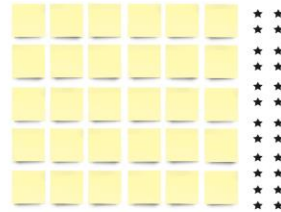


USE THE ONLINE VISUAL COLLABORATION PLATFORM FOR TEAMWORK MIRO

WHAT I WOULD LIKE TO ASK OLIVER



Example Question	Example Answer
From Max, Edizon: What are the characteristics of a customer need?	To Max, Edizon A customer need must be solution free.



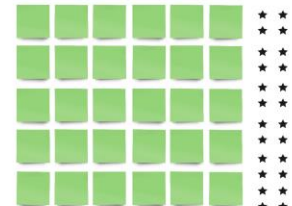
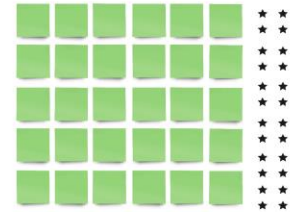
EDIZON

WHAT I WOULD LIKE TO CONTRIBUTE



Example
From Max, Edizon
Customer-centricity is the basis for any value creation

BUTE



EDIZON



Online Whiteboard MIRO

Introductory Session only:

Entire 2nd JTBD SUMMIT EUROPE: https://miro.com/app/board/o9J_IPAIHXY=

Breakout Session Day 2 Bettencourt: https://miro.com/app/board/o9J_INID-Z0=

https://miro.com/app/board/o9J_IOHtrPs=

CONTACT

Edizon Innovation GmbH
Consultancy for Growth by
Customer Centric Innovation

Headquarter
Franz-Kollmann-Strasse 4
3300 Amstetten, Austria

+43 5 01430
www.edizon-innovation.com



EDIZON

Partner of Strategyn

Co-Working Space Stockwerk
Pater-Schwartz-Gasse 11A
1150 Vienna, Austria

office@edizon-innovation.com
www.jtbd-summit.com



JTBD INSTITUTE

EUROPE

Co-Working zu Geidorf
Villefortgasse 11
8010 Graz, Austria

www.jobs-to-be-done.com

