




JTBD SUMMIT EUROPE 2021

Practitioner's Circle



Innovation is a top priority in nearly every company.

Yet it is a highly unpredictable business process.

Four key issues...

1. The innovation process is poorly defined
2. The innovation process is poorly executed
3. Myths continue to derail the process
4. Innovation capability building methods

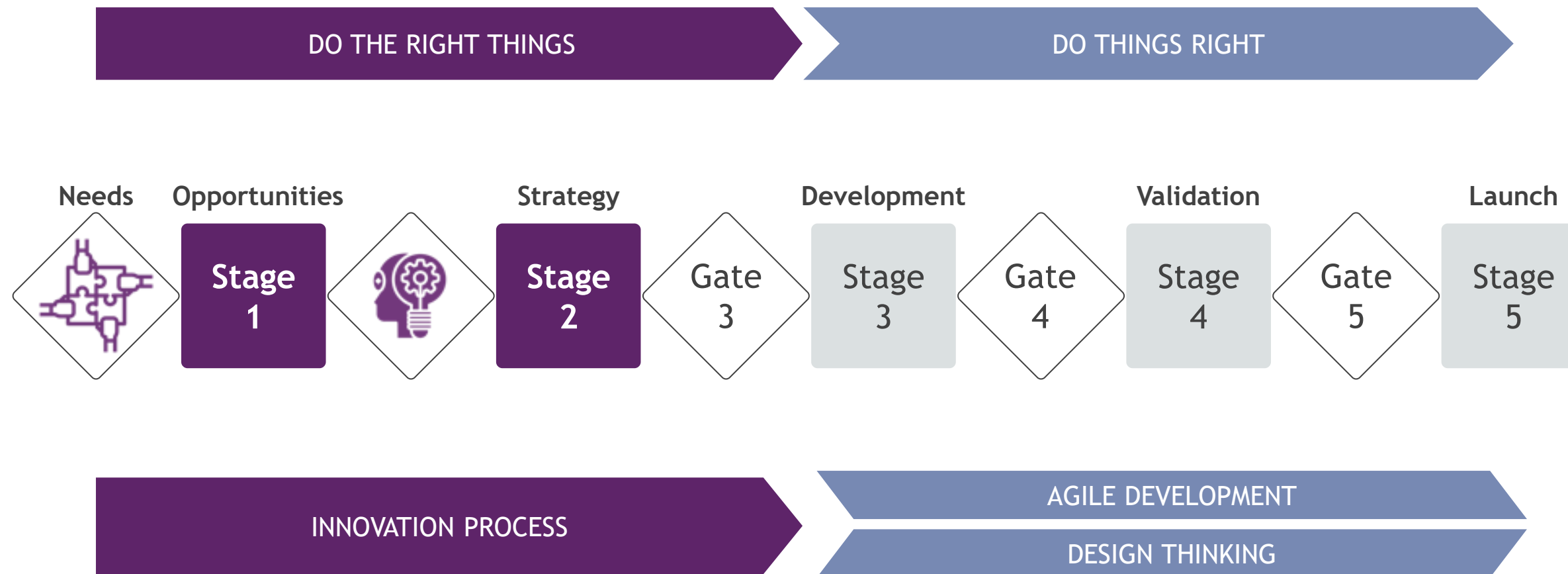
1. The innovation process is poorly defined

Innovation

The process of devising solutions that address unmet customer needs.

What is the goal of the innovation process?

To conceptualize and approve a winning product for development.

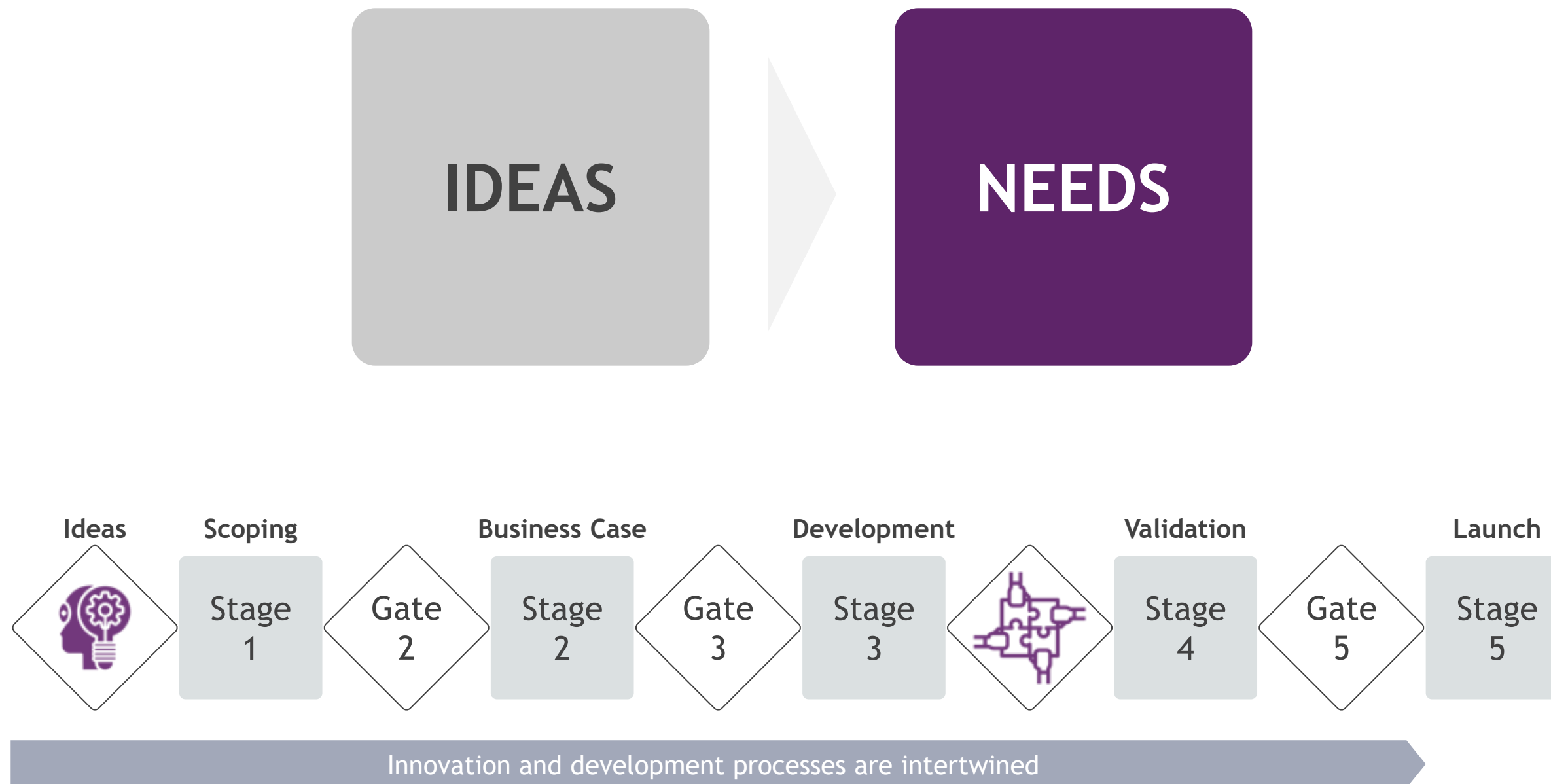


**How should the innovation
process be defined?**

**2. The innovation process is
poorly executed**

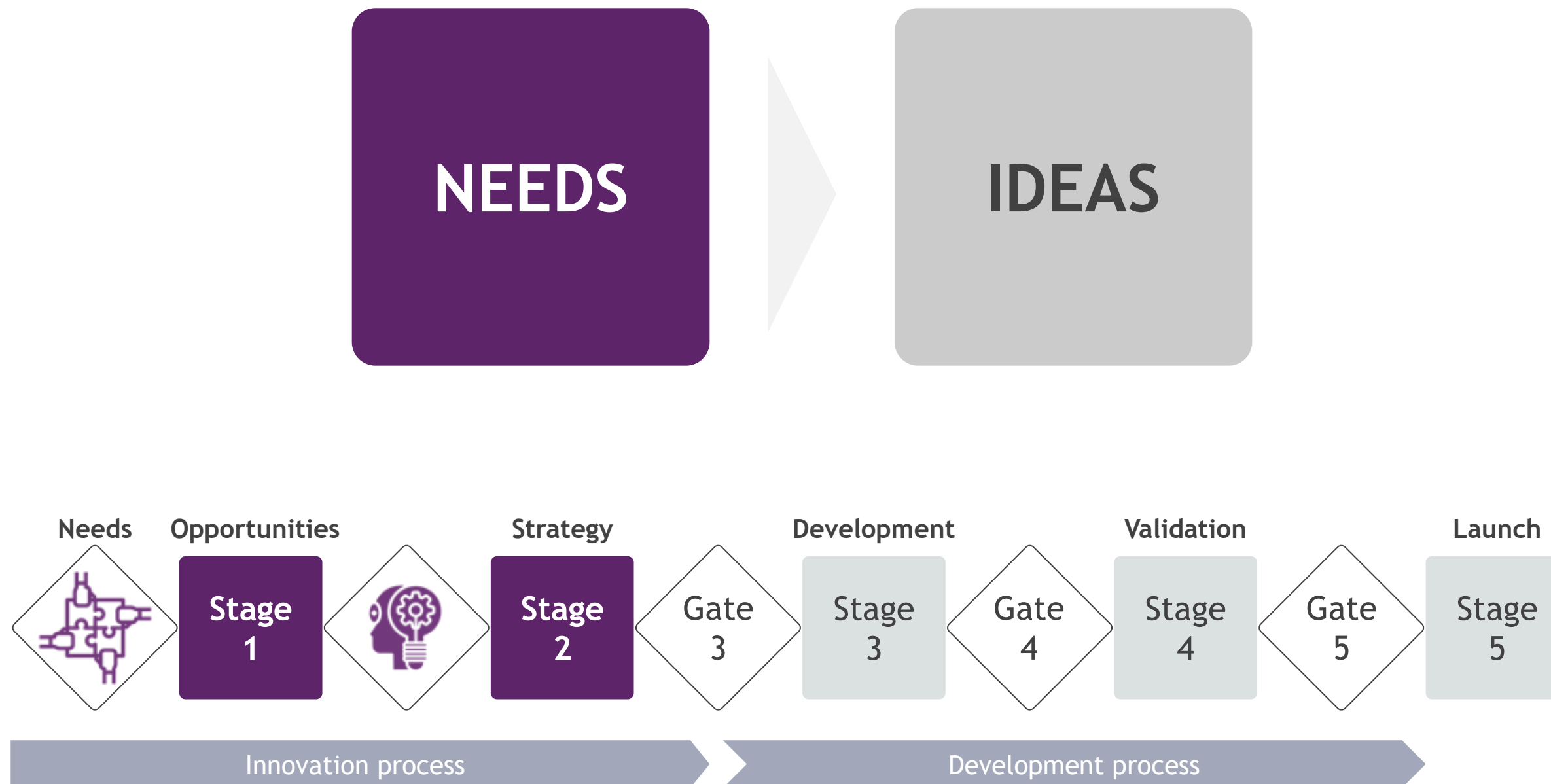
The ideas-first approach is inherently flawed

Companies either (1) ask customers for the solutions they want, (2) brainstorm ideas, iterate and pivot, or (3) have a limited understanding of customer needs.



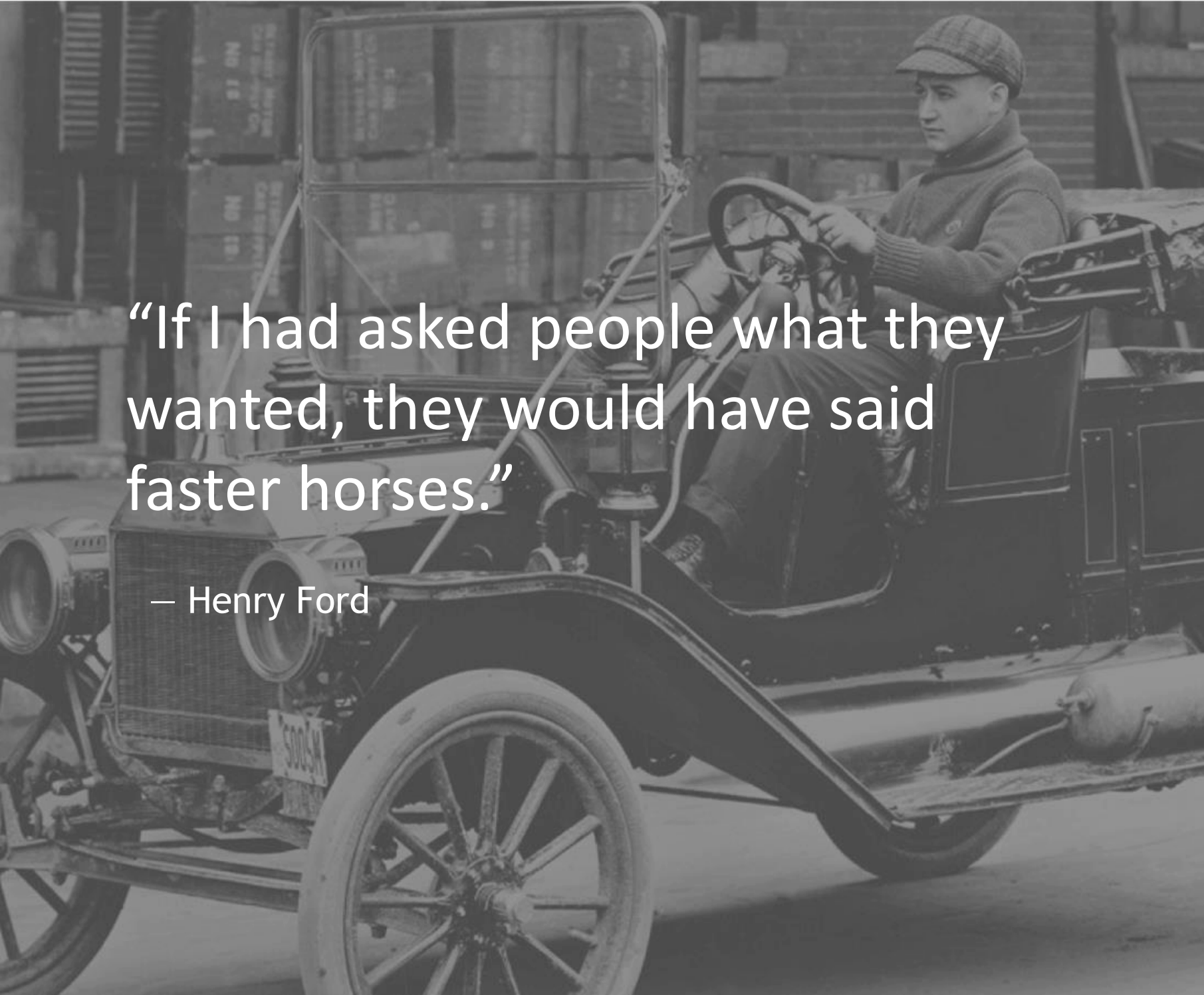
The needs-first approach holds the key to success

This approach applies marketing 101 logic. But while it makes intuitive sense, it historically fails to yield significantly better results. Why?



What are the root causes of failure in the innovation process?


3. Myths continue to derail the innovation process

A black and white photograph of Henry Ford sitting in the driver's seat of an early 20th-century open-top automobile. He is wearing a cap and a jacket, looking forward. The car is parked in front of a building with wooden siding. The image is semi-transparent, allowing text to be overlaid.

“If I had asked people what they wanted, they would have said faster horses.”

— Henry Ford

- Customers don't know what they want.
- Customers can't articulate their needs.
- Customers have latent needs—needs they don't know they have.



“People don't know what they want until you show it to them.”

— Steve Jobs

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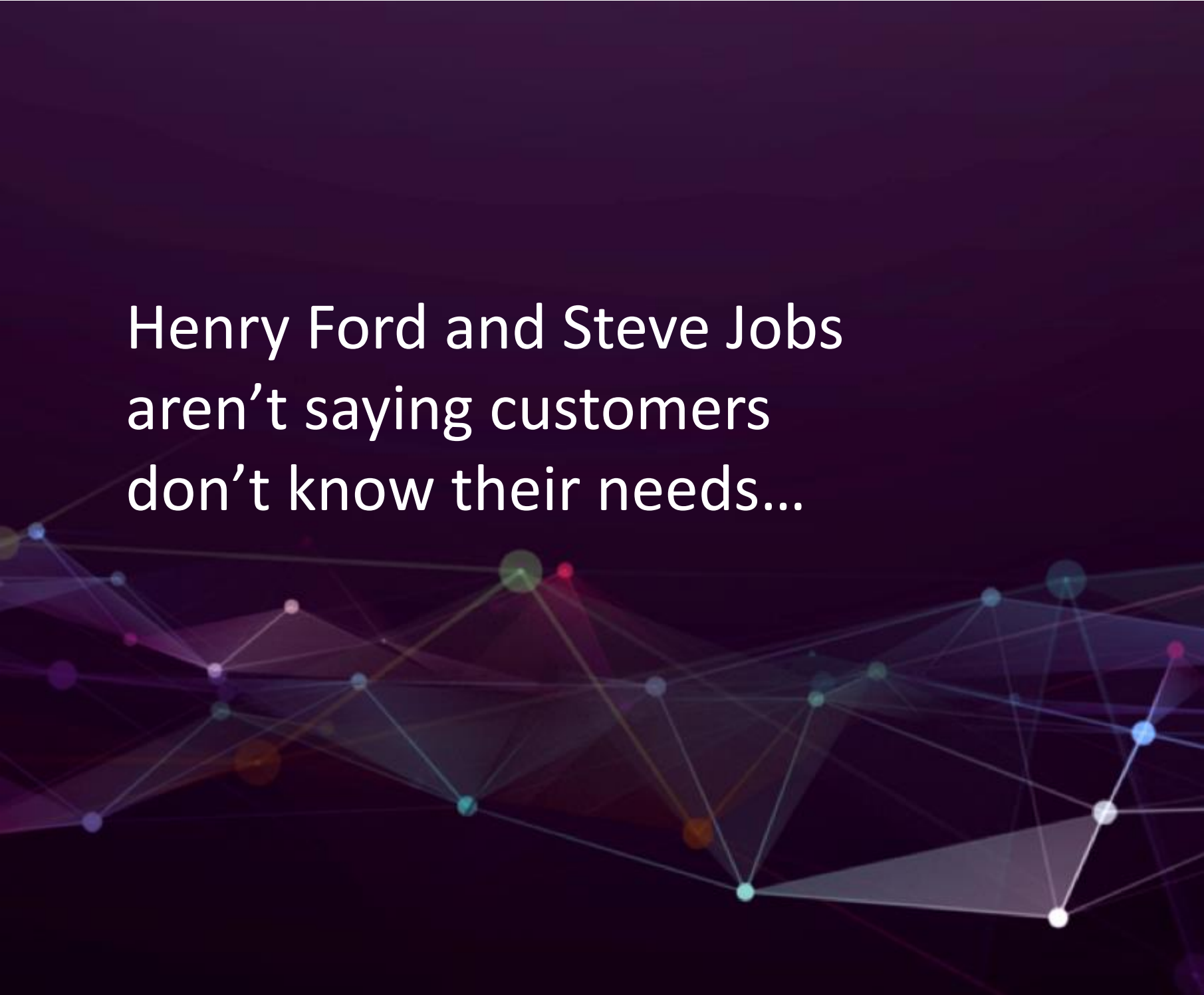


These 3 deep-rooted myths cause companies to fail at innovation.

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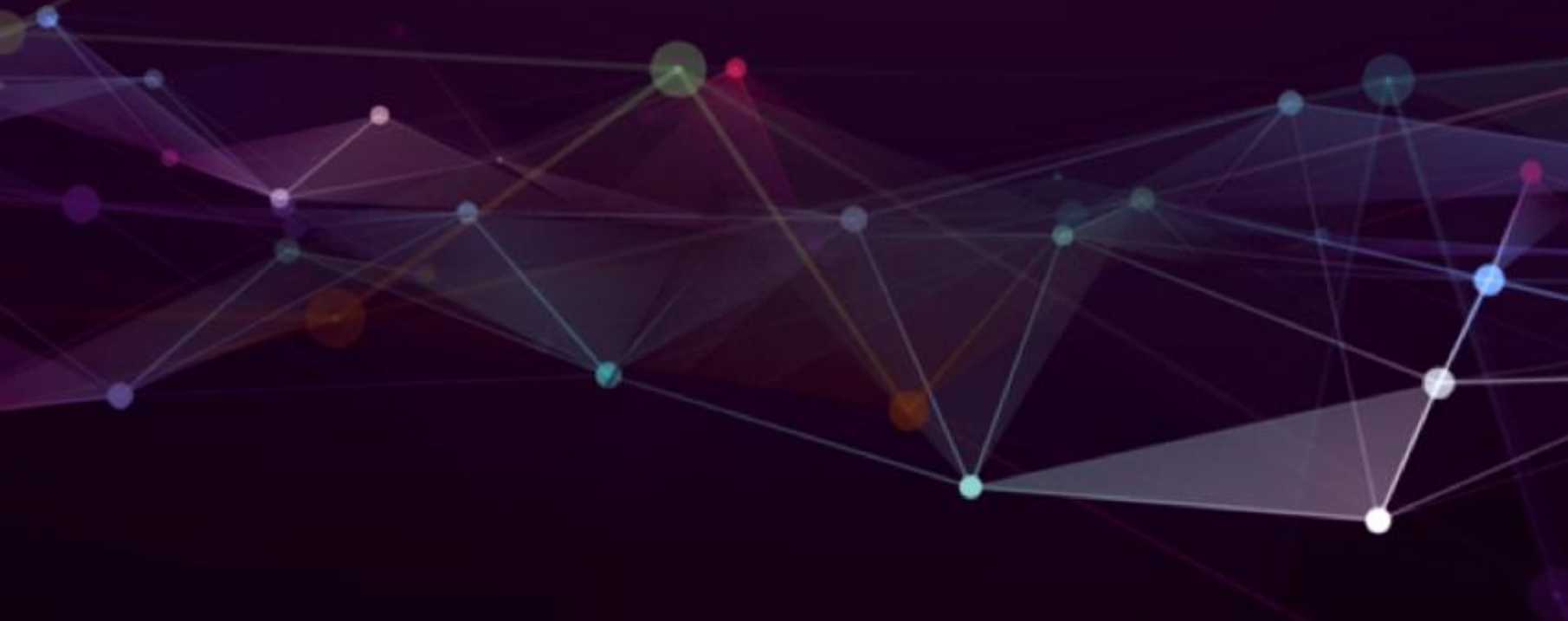
If people don't know and can't articulate their needs, then why take a needs-first approach to innovation?



Henry Ford and Steve Jobs
aren't saying customers
don't know their needs...

"If I had asked people what (solutions) they wanted, they would have said faster horses."

"People don't know what (solutions) they want until you show it to them."



Henry Ford and Steve Jobs
aren't saying customers
don't know their needs...

- Customers don't know what SOLUTIONS they want.
- Customers can't articulate the best SOLUTIONS.
- Customers have latent SOLUTIONS—solutions they can't conceptualize.

An abstract graphic featuring a network of interconnected nodes and lines. The nodes are small circles in various colors (green, blue, red, purple, white) and are connected by thin, light-colored lines. The background is dark purple with some faint, larger-scale geometric shapes and lines, creating a sense of depth and complexity.

A solution is not a need.
A solution satisfies a need.

**What other myths are derailing
the innovation process?**

**4. How do you build a customer-
centric
innovation capability?**

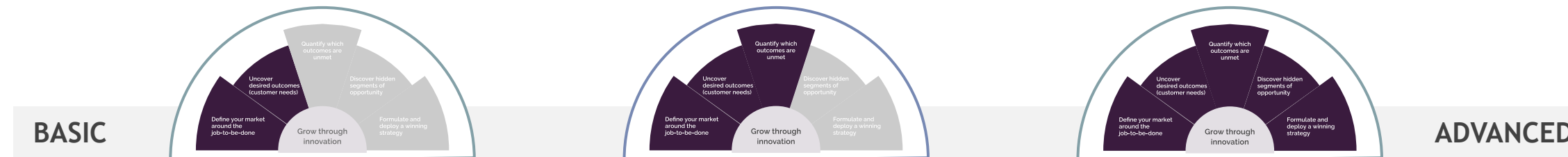
Strategyn's Philosophy of Learning

We have helped many other organizations do this, and over the years refined a set of principles that lead learners to their desired learning outcomes.

1. Strategyn defines a skill as “the ability to achieve a desired outcome at will”
2. Strategyn defines teaching as “the process of verifying that a learner can execute a skill”
3. Verification of learning occurs when the learner shows proof that they achieved the outcome
4. Learning deepens/ accelerates when the learner applies the skill to a meaningful outcome
5. Learning turns into mastery when the learner applies the skill in multiple contexts over time
6. The more complex the skill, the more time it takes to ensure successful acquisition of the skill
7. Therefore, an effective program to learn ODI intersperses self-paced and live instruction to provide the time and guidance needed to both learn and apply ODI to a market

Innovation capability building options

DIY → WE DO IT FOR YOU



FREE

OPTION 1

OPTION 2

OPTION 3

OPTION 4

WHAT

FOR WHO

<p>Strategyn educational content available at strategyn.com</p>	<p>Private Fundamentals Class</p>	<p>Online courses with limited support</p>	<p>Online courses with dedicated support (Train on an ODI study)</p>	<p>Shadow on an ODI study and learn how to execute on the data</p>
<p>To get a very basic understanding of ODI as the process to practice Jobs-to-be-Done Theory</p>	<p>2-day live event that dives deep into stages 1 & 2 of ODI, arming you with the ability to define your market and capture the underlying needs that drive customer behavior.</p>	<p>Online courses (22 hrs) with bi-weekly instructor support that dive deeps into stages 1, 2 & 3 of ODI, arming you with the ability to define your market, and uncover and quantify your customer needs.</p>	<p>Online courses (22 hrs) with dedicated instructor support that dive deeps into all stages of ODI, arming you with the ability to execute an ODI study with expert instructor guidance.</p>	<p>Shadow an expert practitioner as they execute on an ODI study (all stages) for one of your markets. Learn how to execute on the data (not collect it) and results.</p>
<p>For teams that want to get familiar with what ODI is and evaluate if it fits their business needs.</p>	<p>For teams that want to get a better understanding on how to talk to their customers and capture their needs.</p>	<p>For teams that want to understand how to capture and quantify their customer needs with a little guidance.</p>	<p>For teams that want to understand how to capture and quantify their customer needs and drive strategy with expert guidance.</p>	<p>For teams that want to understand how to use ODI data to inform strategies within different aspects of the business.</p>

**What is the best approach to
customer-centric innovation
capability building?**



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