

Action Guide

TEI 328: Getting started with Jobs-to-be-Done

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Application Questions

1. Think of a product you use often. What job do you hire it for? Can you identify all the elements of Jobs-to-be-Done related to that product (struggling moment, push, pull, anxieties, inertia)?
2. What job are your customers hiring your product to do? Are you sure you really know?
3. Can you identify your customers' struggling moment, push, pull, anxieties, and inertia?



Actions to Take

What to Do Now

- Even if you're not yet doing full Jobs-to-be-Done interviews, intentionally explore the elements of Jobs-to-be-Done every time you talk with customers.
- When talking with customers, dig deep. Keep asking questions to uncover the whole story.

What to Do Soon

- Write down some specific areas you would like to explore in a Jobs-to-be-Done interview with a customer.
- Conduct Jobs-to-be-Done interviews with your customers. If you're not in the position to start doing this, find out if your supervisor is open to it.