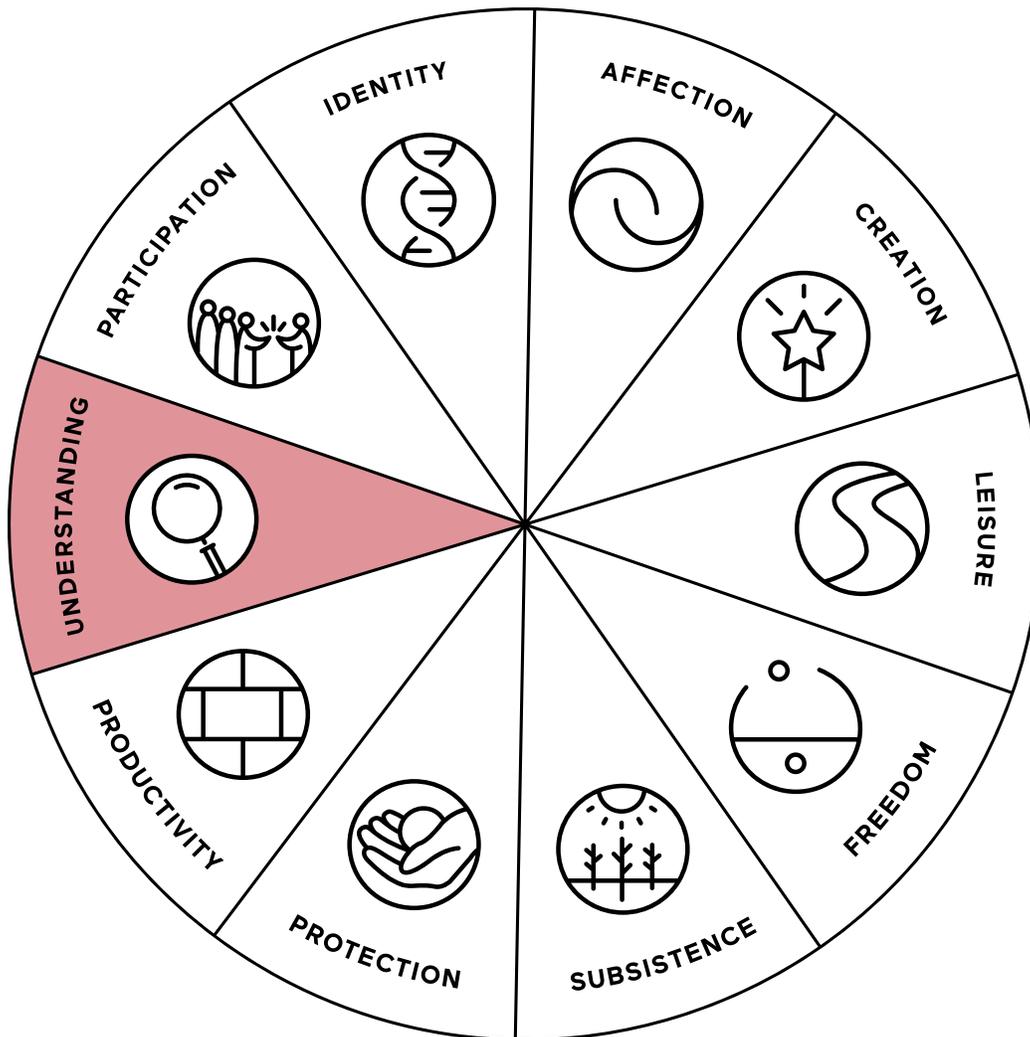


UNDERSTANDING OUR NEED FOR UNDERSTANDING

A Spotlight on Jobs That Illuminate Our Fundamental Human Need for Understanding





LOOKING AT THE FUNDAMENTAL HUMAN NEED OF UNDERSTANDING

As you may recall from our earlier post about our recent study, we are using the lens of Jobs To Be Done to unpack how our Fundamental Human Needs are coming to life. Our first spotlight is on the Fundamental Human Need of “Understanding” because, well, it’s November and we’re trying to make heads or tails of our lives right now. And there are a lot of pressing questions: Depending on your school system and local COVID positivity rates, will classes remain remote, hybrid or in-person? What will happen with our work and work-life balance as the pandemic stretches on and we forget about the office or continue to navigate a job search or front-line work? Will our communities come together after our election or remain politically divided? What’s the deal with Thanksgiving? From the simple to the complex we are seeking understanding now more than ever.

What We Hire for Understanding

While there were several Jobs To Be Done that helped deliver “Understanding,” the one that best illustrates it in our present day context is to Navigate Complexity. Based on collective responses Navigate Complexity is best summarized as:

“When I am overwhelmed by decision paralysis, help me find my way through the complex web of information so I can I move forward with clarity.”

In service of this Job, people are seeking out the advice of trusted experts (such as CDC and financial advisors), and going to trusted sources (e.g., reading revered news sources, accessing “best of” aggregators), and consulting other specialized, accredited service providers like doctors to get the counsel or information they need to make decisions with confidence.

PRIMARY JOB

- / Navigate Complexity

OTHER RELATED JOBS

- / Distinguish fact from fiction
- / Understand other perspectives
- / Become more knowledgeable

KEY CATEGORIES ASSOCIATED WITH THIS JOB

- / CDC recommendations
- / News (from highly regarded outlets like the New York Times)
- / Online courses (specialized training)
- / Virtual doctor consultation
- / Virtual mental health consultation
- / Financial services/advisors



How to Get Hired

Designing for success

Brands and categories that will win here make it easy to gain access to information that provides clarity and utility. Qualities like bias, complexity, and passivity will turn consumers away.



QUALITIES THAT GET YOU HIRED

- / Focused & Curated – easy to understand and use
- / Confidence-inspiring – well-researched, or fact and/or expert-based
- / Trustworthy – the sources are identified and transparent
- / Empowering – supportive in tone, approachable
- / Authentic & Transparent – true in purpose, honest

QUALITIES THAT GET YOU FIRED

- / Passive, disengaged
- / Platitudes / one-sided opinions / bias
- / Sifting through too much information to get to what's real
- / Complex jargon or technical language
- / Overly emotional

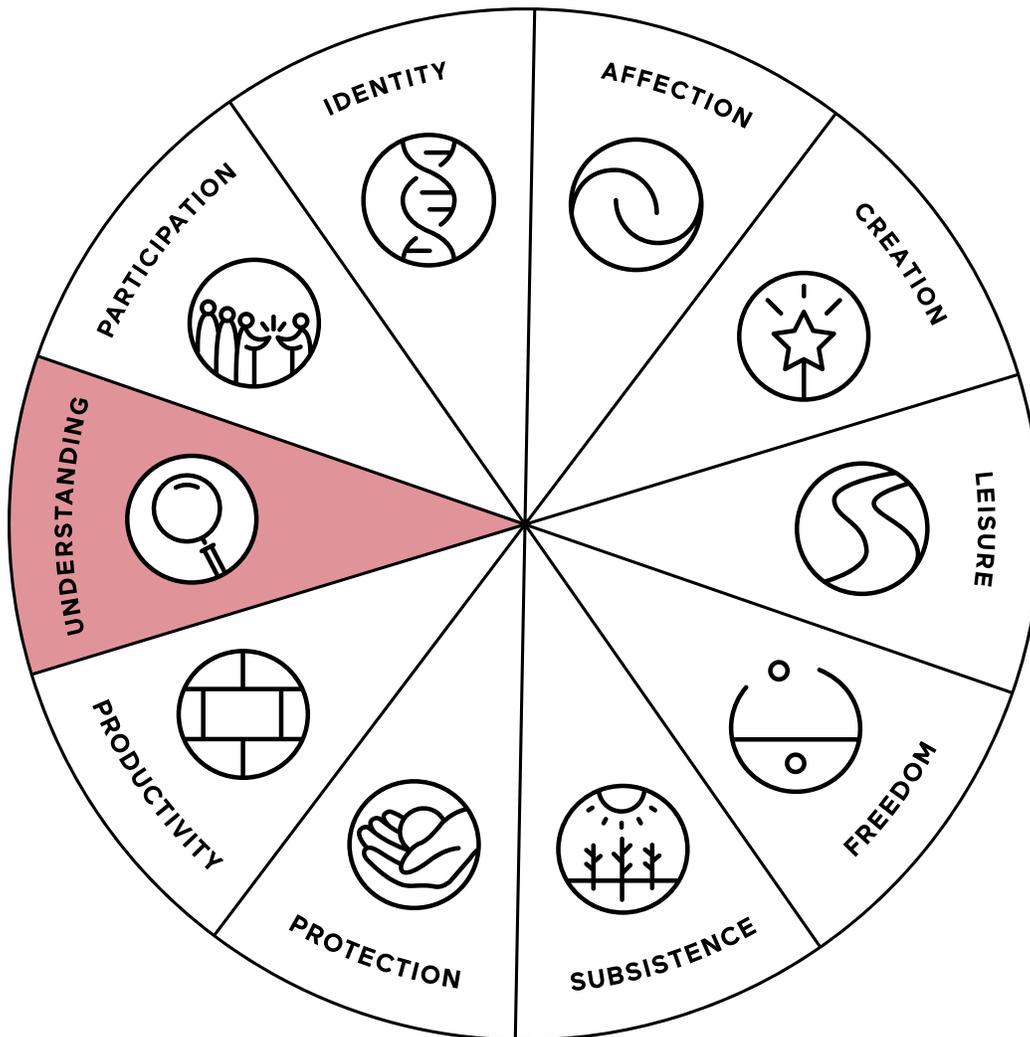


Better Questions Provoke Better Answers

In light of this, where are the opportunities in the marketplace and how might a brand innovate or renovate in order to best address the Job? Who is doing it well? A few thoughts, and we'd love to hear yours.

- / How could food and home care companies take a page from the Environmental Working Group (EWG) which ranks skin products based on the level of harmful ingredients they contain so we can make smart purchase decisions? Or Monterey Bay Aquarium Seafood Watch, helping us navigate specifics of sustainability and health when it comes to buying seafood?
- / How can news aggregators like Apple News become the MC or editor of the internet at large, cross-linking and fact checking in new ways to offer a higher-level narrative of what's happening, including context from the larger world to keep you empowered and informed?
- / With heightened awareness of aerosols spreading illness yet a lack of knowledge as to how to maintain healthy air, might companies like Dyson who are air-cleaning experts reframe their offerings from removing pollutants and odors to increasing awareness of how germs and bacteria live in home air environments and what it takes to remove them?
- / How can pharmaceutical companies be transparent and forthcoming with appropriate information to make vaccines trustworthy and accessible to all?





CONCLUSION

To truly foster understanding in our lives, we have to clear away the clutter that blocks our view. This is true across all dimensions of our lives... from how we make brand and product choices to how we navigate relationships to how we interpret broader social and cultural conditions. As both citizens in a shared world and business leaders supporting a company, we'll do well to keep the top "Jobs" in mind as we navigate the path ahead: advocating for fact over fiction, seeking a broader range of perspectives, and becoming more knowledgeable about the people in our lives and within our influence.



Check out our latest thinking by visiting our new website eggstrategy.com

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