

**EGG STRATEGY'S POV SERIES:**

## **Building Better – An Introduction to the Jobs to Be Done Framework**



# Perhaps you've heard of Jobs to Be Done...

**JTBD is a framework developed by the legendary Harvard Economist Clayton Christensen. Often thought of as a tool for innovation, in this series of articles we're calling "Building Better" we'll explore all of the ways that a Jobs framework can help your brand find its true path forward.**

Thomas Edison invented over a thousand product innovations in his lifetime. A lifelong tinkerer, he tried his hand at solving all kinds of problems, with many changing the course of human life. We think of Edison as an incredible innovator, but given the wide range of problems he set out to solve, his vision was broad and his timeline self-directed. Today, while many businesses seek to innovate, optimize, and communicate, most have made Edison-esque thinking downright impossible, with processes that focus more on the short-term than the distant horizon of what could be.





# In today's data driven world, have we painted ourselves into a corner?

**We love how data can give us important insights into our business challenges, but it can be easy to get distracted.**

From mining mountains of data for answers to going deep into the weeds sometimes without knowing what you're looking for – it can be totally overwhelming. Data alone doesn't produce actionable insights or tell you how to be successful in a new product launch or brand positioning.

At the same time, it's also easy to get distracted by exciting innovations – wanting to hop onto a growing trend or launch a product to fit the zeitgeist. That often leads to a sea of lookalike products or services, and it can be exhausting and expensive to try to break through the clutter. Inspiration and innovation can come from anywhere – those light bulb moments! The adrenaline rush to build a better mousetrap! – but in today's fast paced environment, few companies allow for the Edisonian discovery. The process for “new” can be a track and field event full of hurdles and eventual pit falls.



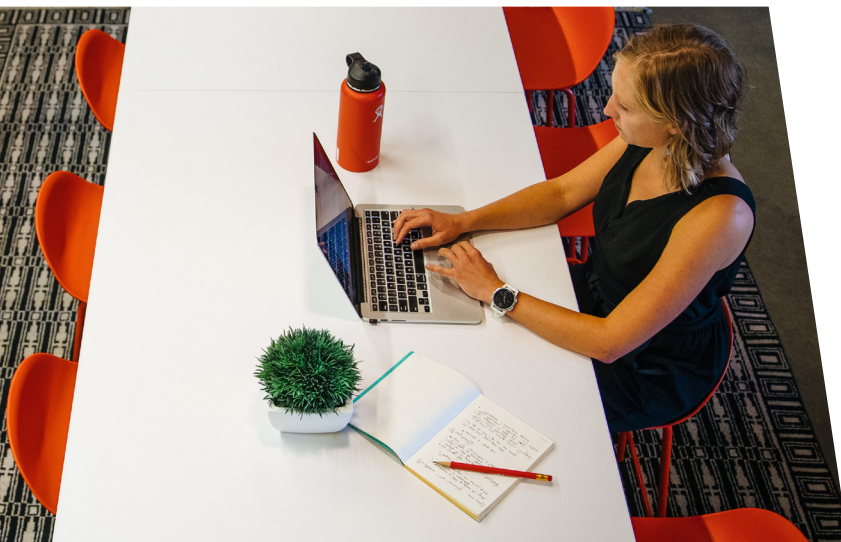
# In short, your business needs a better brief.

**At Egg Strategy, we apply creative rigor to everything we do – combining rich data and insights to inspire actionable results.**

Our unique Jobs To Be Done framework is one key example of how we've helped our clients find their true path forward. In a world where efficiency matters, a Jobs framework helps you zero in on the problems you can solve and gives you further solid direction on how you can solve them effectively.

We use this framework to build a foundation for innovation and positioning that will push your team's thinking in new ways, and employ data to direct and vet decision making. JTBD helps you cut through the clutter to give specificity and purpose to mountains of data, allowing you to take action quickly with the right information.

**ARMED WITH A JOBS TO BE DONE FRAMEWORK, YOU'LL BE ABLE TO TACKLE A NUMBER OF DIFFERENT BUSINESS CHALLENGES SUCH AS:**

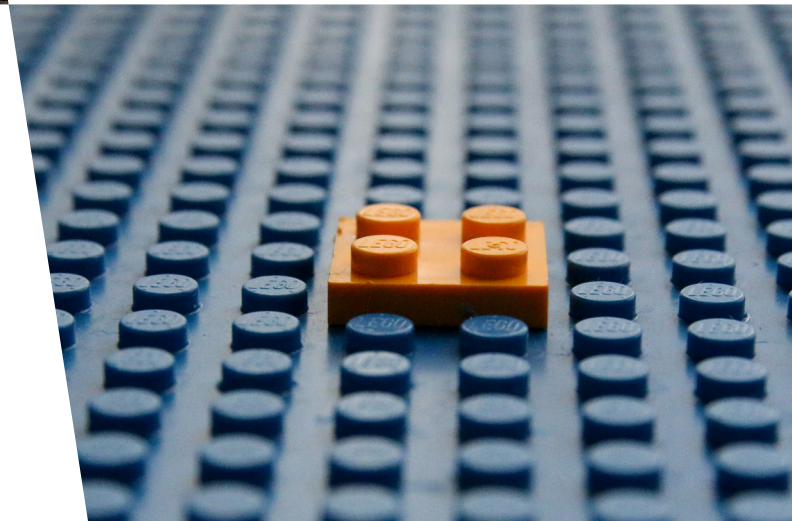


**Expanding your vision of your competitive set, to clearly see what you're up against:**

- / E.g. Not other mustards, but all condiments, dips, sauces, spices and ways to flavor
- / E.g. Not other video games, but streaming services or texting with friends
- / E.g. Not other Allergy medicines, but behavior mods like staying inside, taking a steamy shower, doing nothing etc.

**Helping you not only identify where to play, but also how to get hired for that job:**

- / What are the attributes that help you get hired, and how can you innovate or communicate differently to break through and garner consumer choice







**Shaping your product portfolio:**

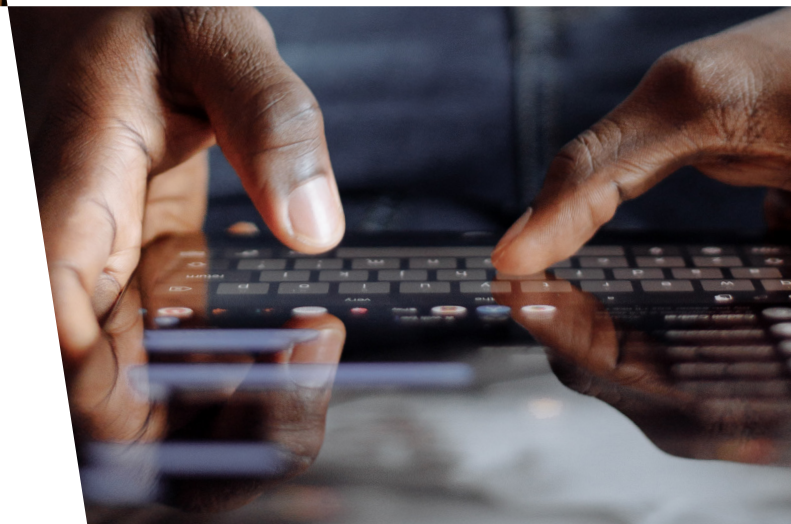
- / Are different products getting hired for different jobs? Are all competing in the same space? Is there an opportunity to position different products to win at different jobs?

**Positioning or communicating about your brand and product:**

- / How can you better fit a job where you aren't currently getting hired, but have the chops to be hired?

**Designing experiences with purpose to ensure you get hired:**

- / Onboarding and consumer journey surrounding the Job
- / Understand the frictions that stand in your way
- / Cues/behavioral nudges to increase likelihood of getting hired



**AT EGG STRATEGY, WE'RE PASSIONATE ABOUT BUILDING BETTER BUSINESS OUTCOMES.**

Over the next few months, we're going to nerd out a bit and share some real world examples of the power of JTBD through a custom study about wearable technology. We'll demonstrate each of the above in detail, along with a set of live, interactive workshops for teams to road test the Framework for their businesses. We're looking forward to sharing and we'd love to hear your questions and input in the comments or via email to [BuildingBetter@eggstrategy.com](mailto:BuildingBetter@eggstrategy.com)





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