

## Agenda 1<sup>st</sup> JTBD MASTER CLASS

Oct.  
24,  
2019

**Hotel Hilton Vienna Plaza**  
Schottenring 11, 1010 Vienna



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Edizon



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- 08:30 Registration
- 09:00 Welcome / Agenda
- 09:15 **Overview: The Power of Jobs-to-be-Done Theory**
- 09:30 **JTBD + ODI in Practice**  
Case Study
- 09:45 **Introduction 1: What Customer Inputs Make Innovation Predictable**
- 10:15 Break
- 10:30 **Task 1: Define the Market – Job Executor + Job-to-be-Done**  
Group Work and Discussion
- 11:30 **Task 2: Uncover the Customer's "Needs" – Tied to the Job-to-be-Done**
- 12:15 Lunch
- 13:30 **Introduction 2: How to Formulate a Winning Growth Strategy**
- 14:15 **Task 3: Quantify the Degree to which Each Need is Under/Overserved**
- 14:30 Break
- 14:45 **Task 4: Discover Hidden Segments of Opportunity**
- 15:00 **Task 5: Use the Data Model to Formulate a Winning Growth Strategy**  
Group Work and Discussion
- 15:45 **Application to Your Challenge**  
Group Work and Discussion
- 16:00 **Outlook: How to Become a Customer-Centric Organization**
- 16:30 Wrap-up and Q&A
- 17:00 End