

Agenda 3rd JTBD MASTER CLASS ADVANCED

Oct.
13-14,
2021

Worthington Cylinders GmbH

Beim Flaschenwerk 1
3291 Kienberg near Gaming
Austria

Day 1

- 08:30 Registration
- 09:00 Welcome / Agenda
- 09:25 **The Worthington Best Practice Case (presented by our client)**
Company presentation and project objectives
- 09:55 **Introduction: Foundations of JTBD and ODI | The ODI process**
- 10:20 **JTBD Needs Framework**
- 10:40 Break
- 10:55 **ODI step 1: Define your market**
Exercise 1: Map the market ecosystem
- 12:00 Lunch & Networking
- 13:15 **Guided Tour of Worthington's production plant**
- 14:15 **The Worthington Best Practice Case (presented by our client)**
Approach and results from the ODI project
- 14:55 **Exercise 2: Define the job executor**
- 15:45 Break
- 16:00 **Exercise 3: Define the job-to-be-done**
- 16:50 **ODI step 2: Uncover desired outcomes**
Exercise 4: Map the customer's job-to-be-done
- 18:00 End of Day 1
- 19:00 Dinner (optional)



Timo Snoeren
Worthington



Mark Jackson
Worthington



Markus Gruber-Petricone
Worthington



Martin Pattera
Edizon



Oliver Ratschka
Edizon

Day 2

- 08:00 Get together
- 08:30 Welcome / Summary and Q&A Day 1
- 08:45 **The Worthington Best Practice Case (presented by our client)**
Strategic results from the ODI project
- 09:25 **Continuation ODI step 2: Uncover desired outcomes**
Incl. live ODI Interview
Exercise 5: Define the customer's desired outcomes
- 10:30 Break
- 10:45 **Exercise 6: Completing the JTBD Needs Framework**
- 11:05 **ODI step 3: Quantify which outcomes are unmet**
- 11:25 **ODI step 4: Discover hidden segments of opportunity**
- 12:00 Lunch & Networking
- 13:15 **ODI step 5: Formulate and deploy a winning strategy**
- 13:40 **Exercise 7: Formulate a business vision**
- 14:40 Break
- 14:55 **Implementation and further applications**
- 15:20 **Summary: What are the benefits?**
- 15:30 **Final words**
- 16:00 **End of Day 2**