Job-to-be-Done Cheat Sheet

This Job-to-be-Done cheat sheet is built upon the ideas of Clayton M. Christensen, first put forward in his 2003 book The Innovator's Solution.

When browsing the Internet, there are several Jobs-to-be-Done templates and canvasses to be found based on professor Clayton Christensen's work. To make your life easier, we have developed our simplified template that helps you to find the Jobs-to-be-Done of your target human by answering a few basic questions.

Finding the Core Job-to-be-Done

VERB

What is someone trying to do? He/she is...

ASK: What are you trying to accomplish with [insert object/service/product]?

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Finding the Core Job-to-be-Done

OBJECTIVE

With what objective is someone trying to do **the verb?**

What is the root cause? He/she has to...

ASK: What underlying task do you have to do?

SITUATION

What, where, when did the job occur?

NOTE: If the context is a clarifier, you can also use this to find the job-to-be-done Think back at the milkshake example in the book, the car was important context to understand the job-to-be-done.

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