



Opportunity Tool

Having filled in the SUE | Influence Framework[®], you're literally sitting on a treasure chest of opportunities to change behaviour. But how do you spot those opportunities? This tool will help you.

There are three questions you can ask yourself to spot valuable opportunities. They all jump off from the Job-to-be-Done.

Finding Opportunities



DEFINE OUTCOMES

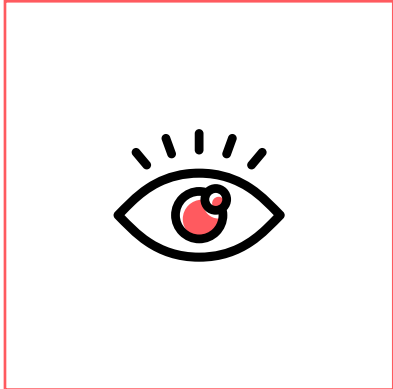
People struggle to...

ASK: What makes getting the job done in this situation hard/ time consuming/inefficient/unpredictable/inconvenient?

Finding Opportunities

DEFINE EMOTIONAL JOBS

And want to feel and be seen as...



ASK: When you're getting this job done, how do you want to be seen by others? How do you want to feel? What do you want to avoid to feel? What wouldn't you like others to think of you?



FIND THE RIGHT COMPETITION

What else do you use to get the job done?

ASK: The last time you did the job and didn't use the product/service what did you use?



Opportunity Tool

*Our job is to **create genuine human value**. It is to make sure that the desired behaviour we want someone to show is a better answer for them to realise their **Job-to-be-Done** than their current (undesired) behaviour is right now. You need to create value.*

To round things up nicely, I finish by giving you some pointers on creating value propositions. The list below is not conclusive but can spark your thinking.

Possible Human Value

- FUNCTIONAL IMPROVEMENT**
- Save Time
 - Make money
 - Simplify...
 - Reduce risk
 - Avoid hassle
 - Integrate...
 - Organise...
 - Minimise effort
 - Etc.

IDEAS

Possible Human Value

 **IDEAS**

EMOTIONAL IMPROVEMENT

- Reduce anxiety
- Increase hope
- Minimise stress
- Self actualisation
- Fun/entertainment
- Nostalgia
- More design aesthetic
- Better wellness
- Etc.

SOCIAL IMPROVEMENT

- Respect
- Belonging
- Attractiveness
- Affiliation
- Rewards me
- Etc.

 **IDEAS**
