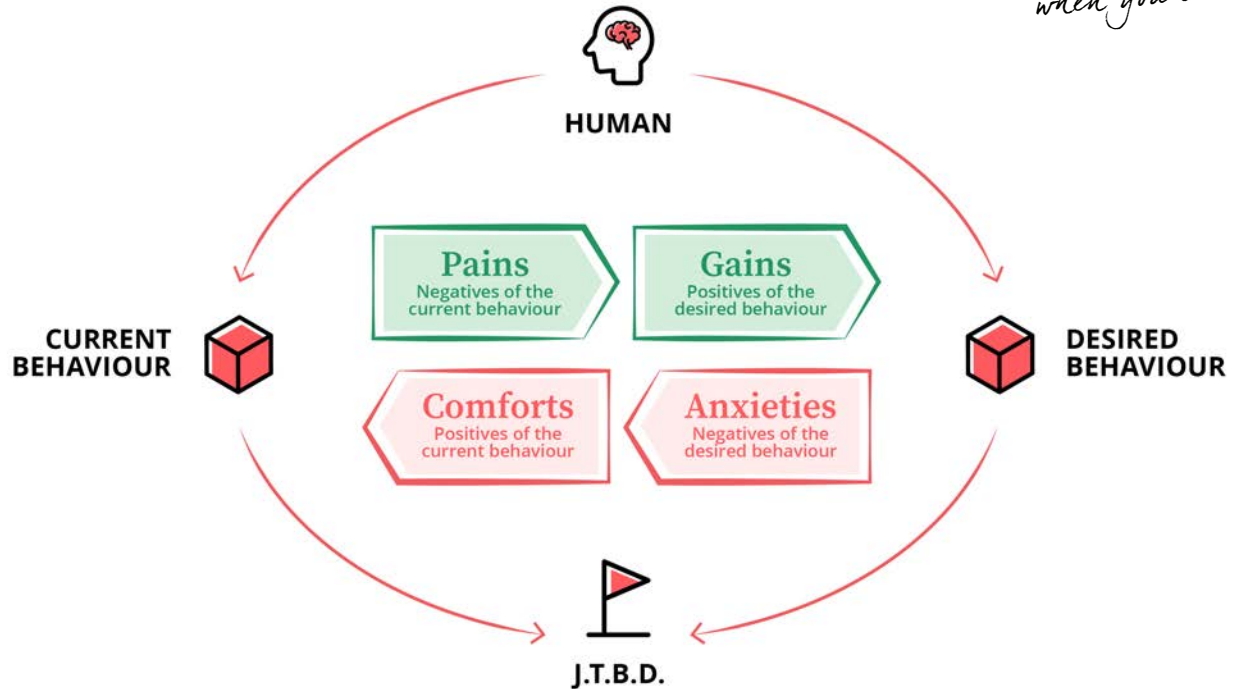
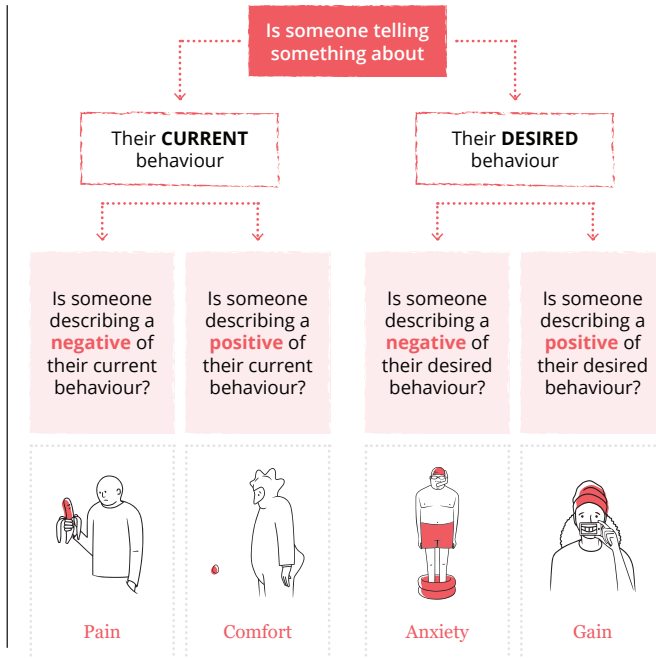


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J.T.B.D (job-to-be-done)

People 'hire' products and services to achieve something that is of value to them, that's the job-to-be-done. A helpful tip to find a job-to-be-done is to ask yourself two questions:

1. The first question you have to ask yourself is:

'What is someone currently trying to accomplish with the product/service?', that leads to a verb.

2. The question you then ask is:

'What is the underlying task someone wants to get done with the verb?', that leads to the job-to-be-done.

Some examples to make it more clear:

- Drinking a milkshake to kill driving time
- Losing weight to be able to play with their children
- Booking a room to explore the world
- Overspending a credit card to keep up appearance