Category

Strategy

Customer-Centric Strategy & Value Proposition Redesign Playbook

Rebuilding strategy from the customer's job-to-be-done outward, not from the org chart inward

- Practitioner
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for redesigning strategy and value proposition around what customers are actually trying to accomplish, using jobs-to-be-done analysis and a value proposition canvas.

How is a "job to be done" different from a customer segment or persona?

A job to be done describes the underlying task or outcome a customer is trying to achieve, independent of who they are demographically — the same job can be shared across very different customer segments, and one segment can have several distinct jobs.

Do we need new customer research to do this, or can we use what we have?

Existing win/loss data, support tickets, and sales call notes are usually enough to start — dedicated job-to-be-done interviews sharpen the picture but aren't required to begin.

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