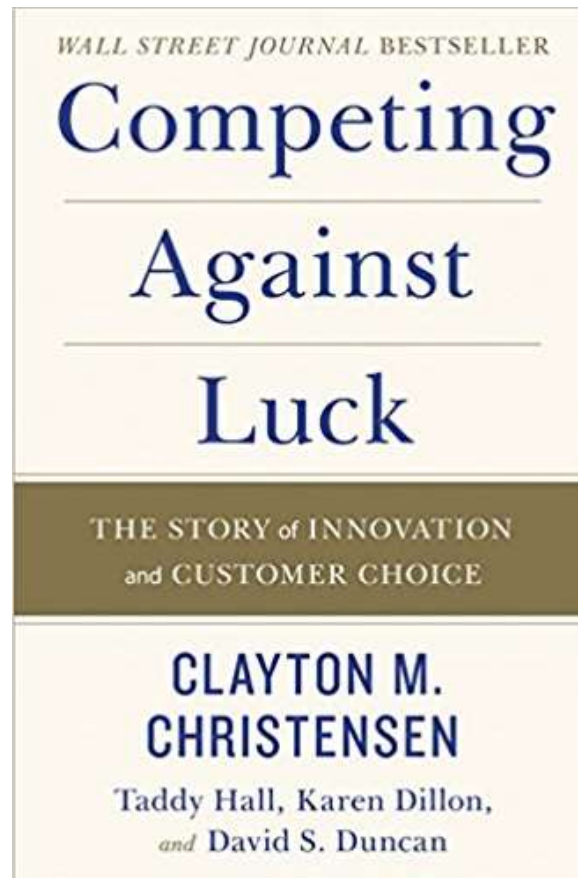


Jobs Theory

How successful companies know how to Grow

Primary Source

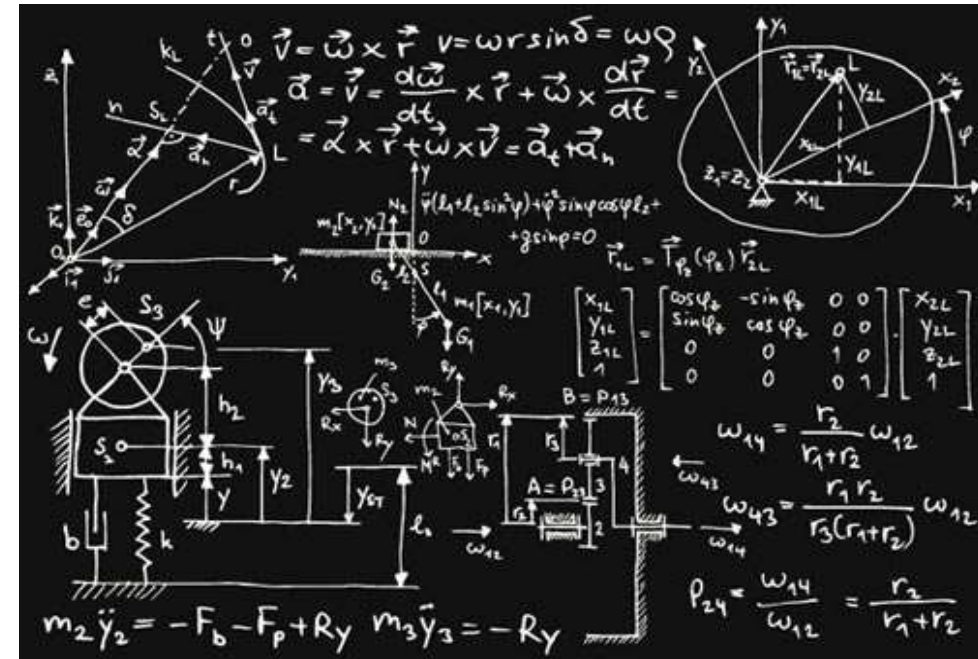


Today's Presentation

- 1) Jobs Theory (Definition)**
- 2) Examples**
- 3) Application for your business**

What can **Jobs Theory** can do for you?

- A theory that helps to explain **Causality**
- Answers **why** customers purchase a product or service
- Helps to explain customer behaviour
- Explains the progress you are trying to make
- Frames your competition



Example 1: McDonalds Milkshake

- Asked to survey customer on preferences
- Implemented the findings
- Nothing happened!
- New Question:
 - *What job am I hiring that Milkshake to do?*
- Milkshake's Competitors
- Different jobs for Milkshakes



Example 2: Marriage Proposal

- The job: I want to ask my sweetheart to marry me.
- What do I hire to help me achieve that job?
- Park
- Bended knee
- Sky writing
- Ring in wine flute (restaurant)
- What else?



Example 3: SNHU

- **Small regional university**
- Online program – 2,000 students
- Dean – learnt Jobs Theory
- Realised online students had different jobs to on-campus students
 - On-campus – 18 years - coming of age!
 - Online/Distance – older – improve career
- 34% compound growth over 6 years
- \$535M in 2016



SNHU Advertising



<https://www.youtube.com/watch?v=BxKUGjPu5Q0>

Kimberly Clark “Diapers” in China

- Produced 2 cent diapers for new Chinese customers
- Good marketing intel
 - No diaper industry in China
 - Aspiring middle class
- Result: Failure!
- Market insight!
- New Job: Helping babies get smarter



Application for your business

- Uncover the **little hire** behind the **big hire**
- Job description needs to be broad enough to include different categories
- Align your organisation to that job
- Follow <http://jobstobedone.org>

Next Steps

- Free 15 mins chat on helping
 - Enterprise Sales
 - Applying Jobs Theory to your startup

Q&A