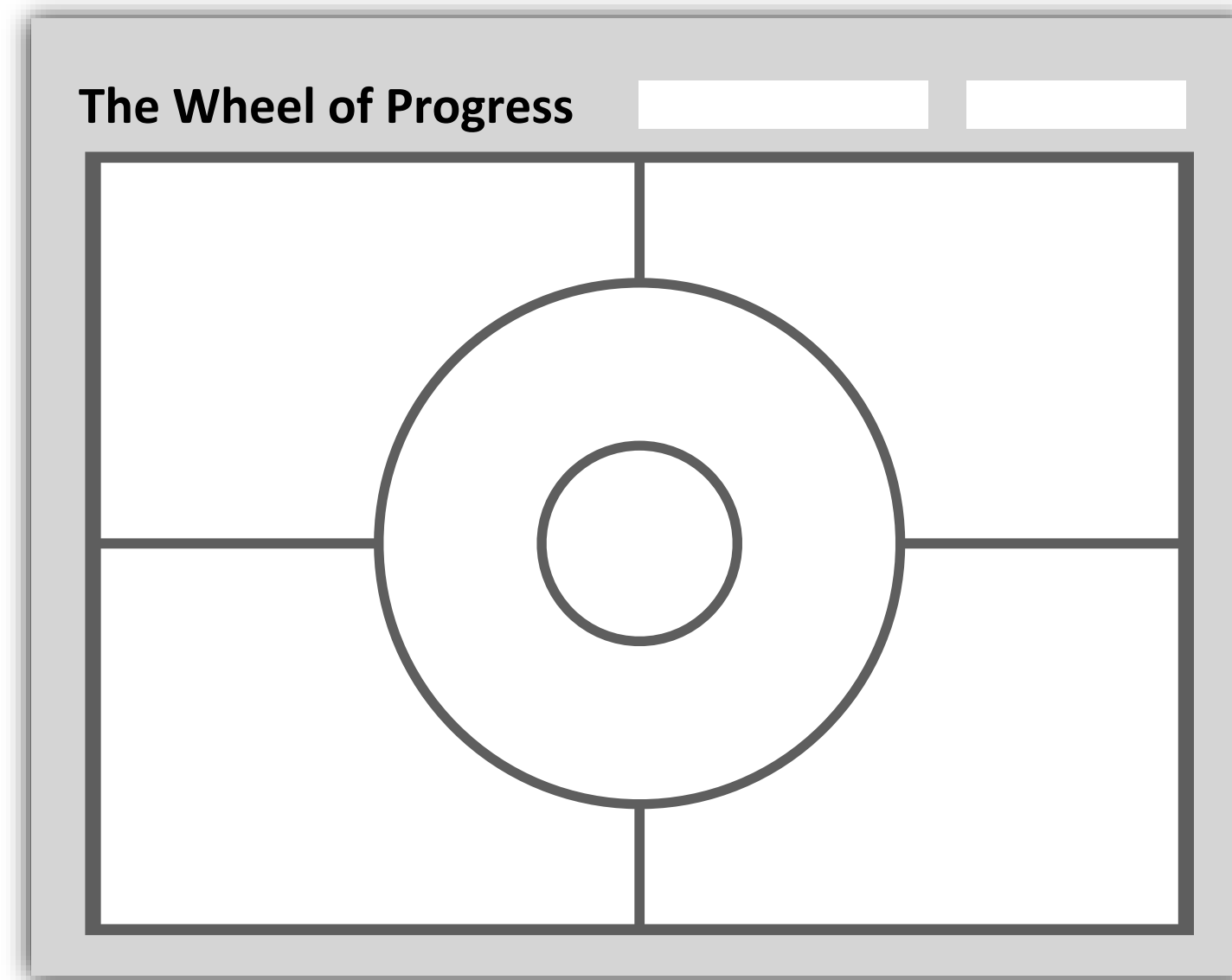


# **Welcome to the informational webinar**

## **The Wheel of Progress – Jobs to Be Done made simple**



**Presenters: Eckhart Boehme und Peter Rochel**

**October 8, 2019**

# Agenda

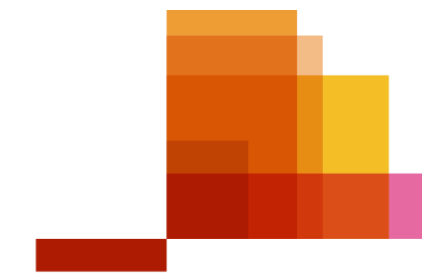
- Value
- The Wheel of Progress
- Application example
- Experiences
- Applying the Wheel of Progress
- Q&A

Select Customers

// SEIBERT / MEDIA



dittmar<sup>+</sup>  
friends



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flyingshapes<sup>o</sup>

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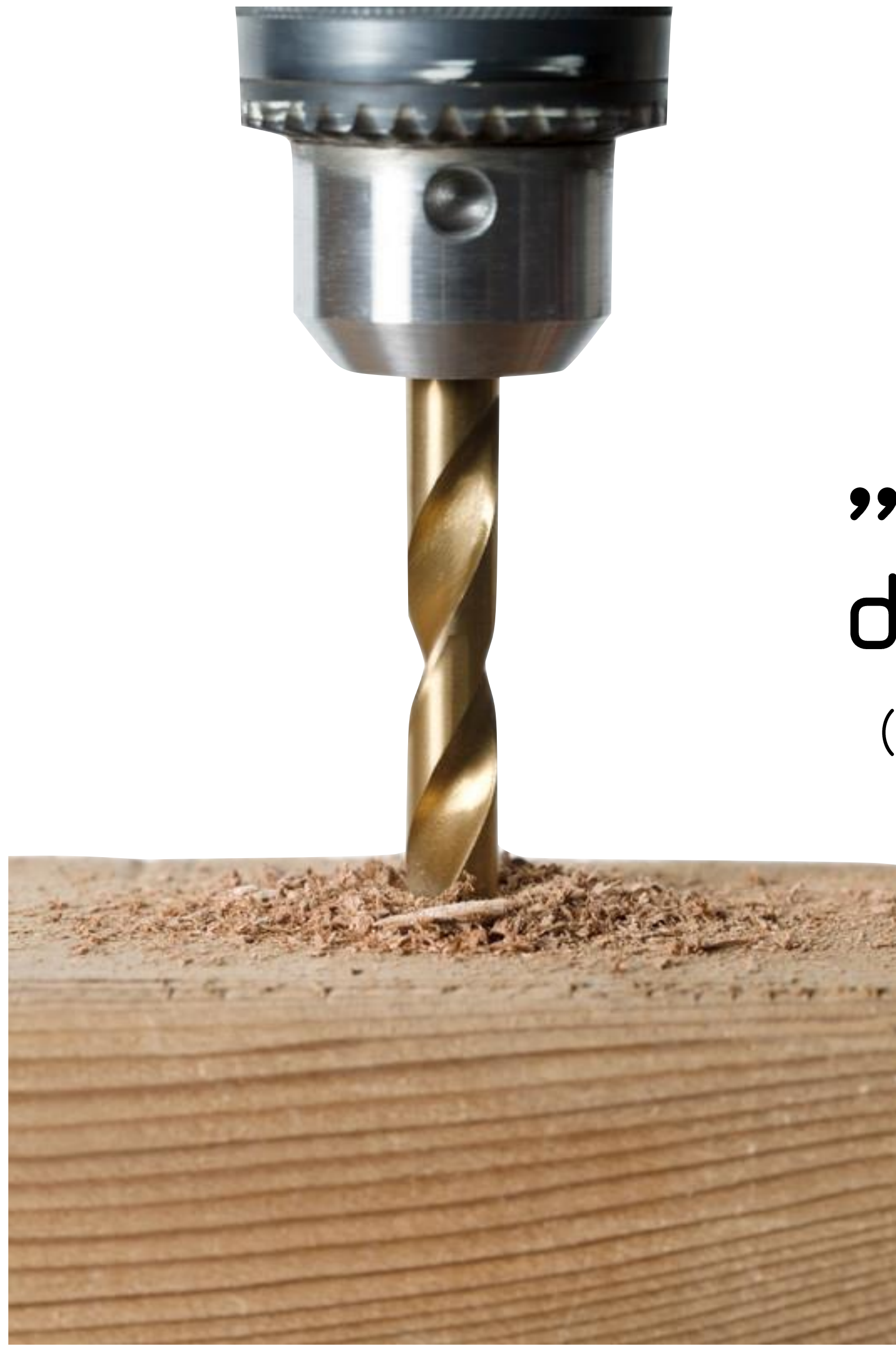
**PRESSMATRIX**



**zumtobel group**

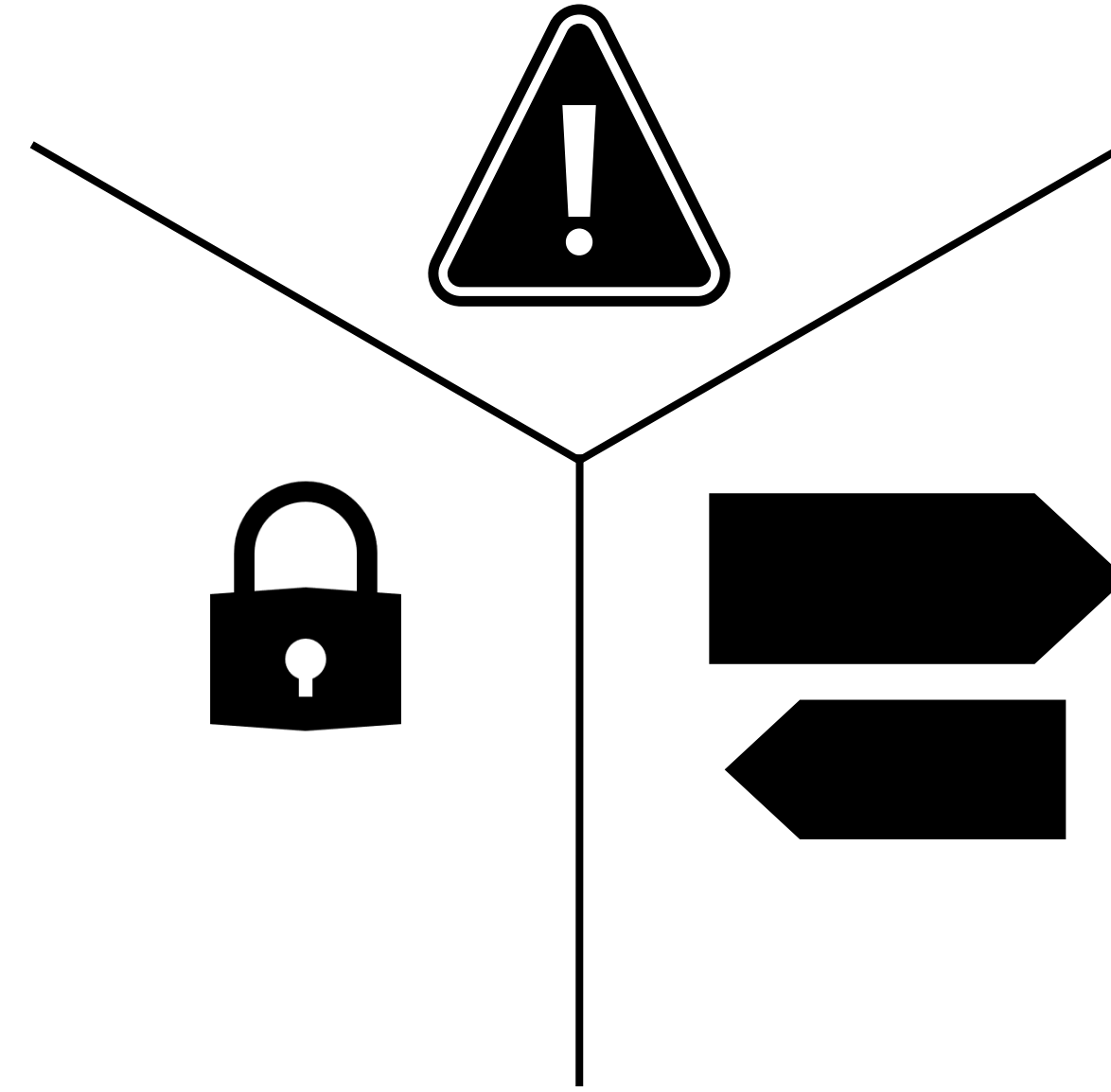
**What is the question that we answer?**

Under what **conditions** does a **human being** or an **organization** change to a **different product** long lastingly\*?



„People don't want a 6 inch drill, they want a hole.“

(Theodore Levitt)



**What does this mean for me?**

Under what **conditions** does a **human being** or an **organization**  
change to my **product** long lastingly\*?

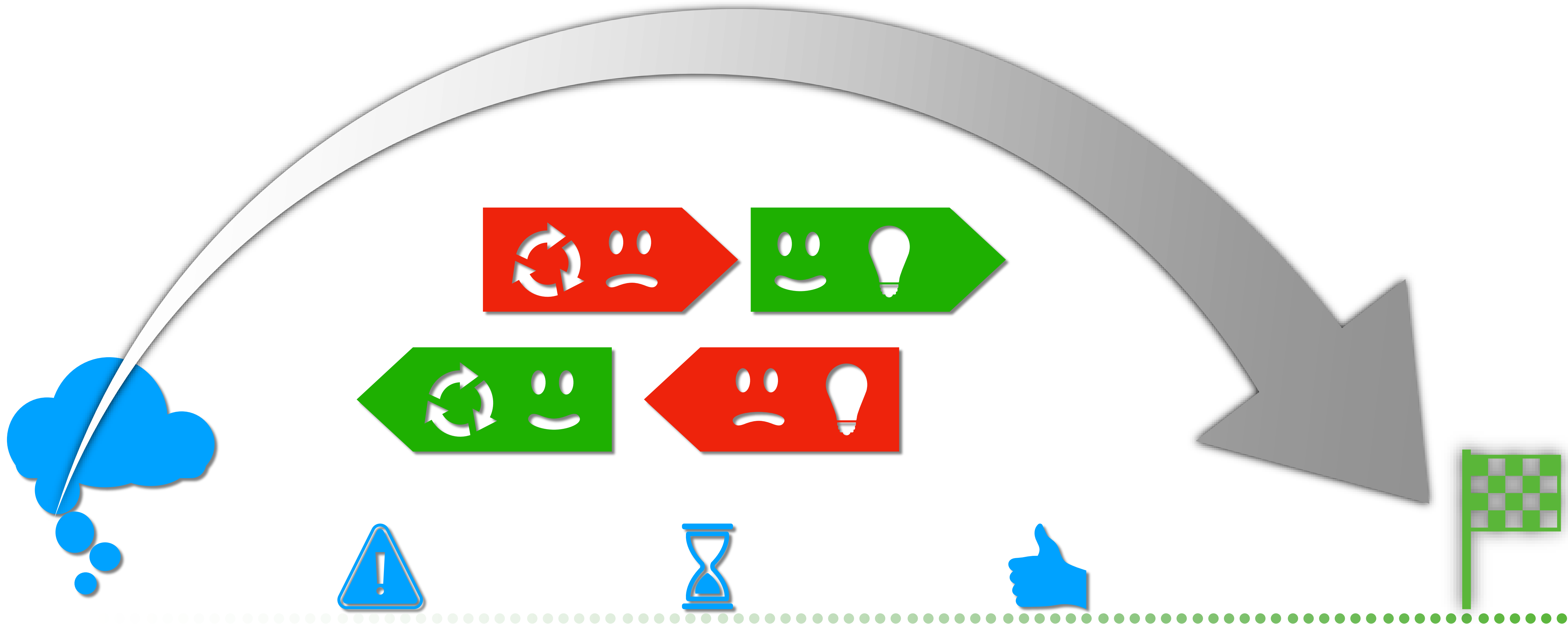


comfort zone

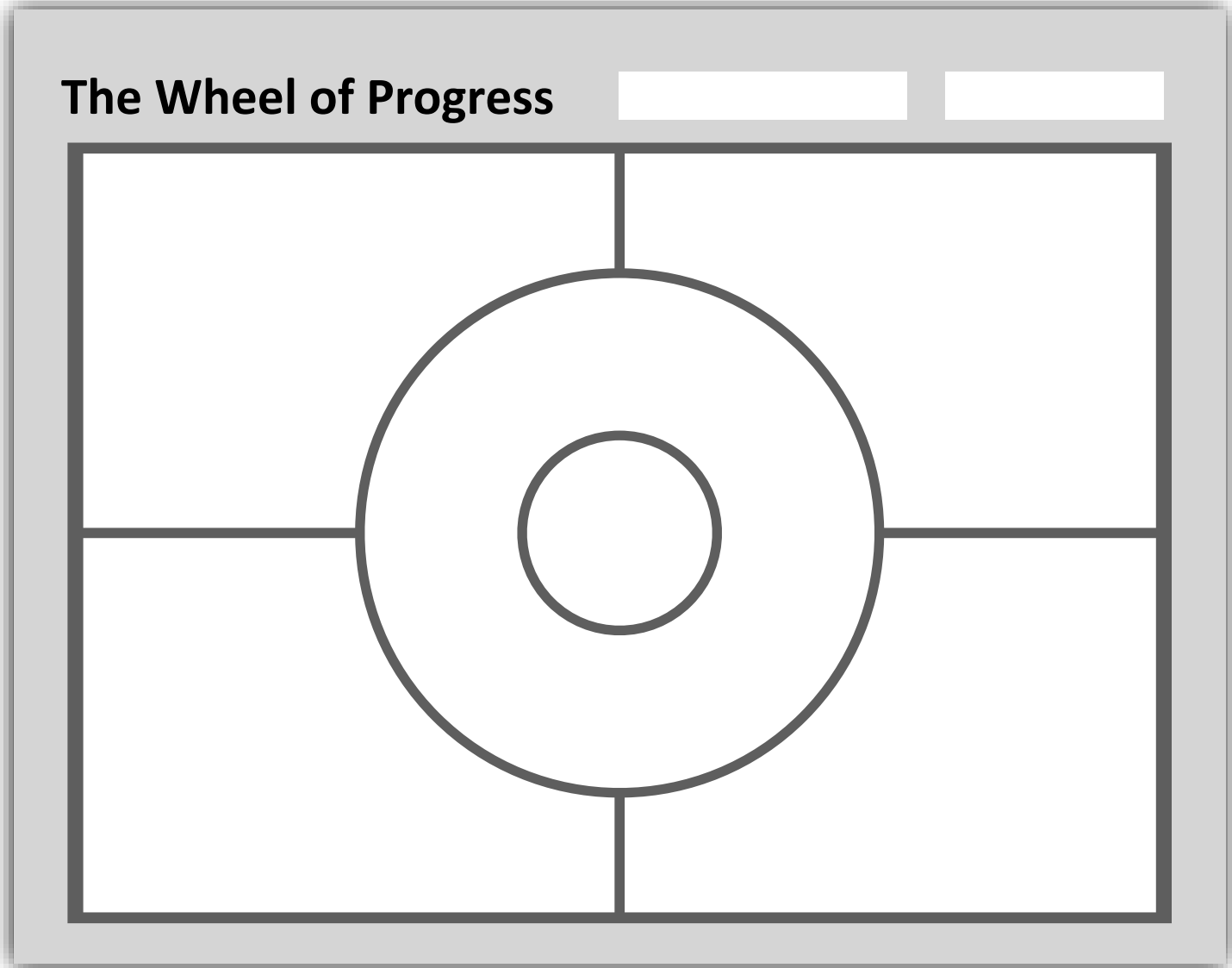
Customers don't want to buy a new product



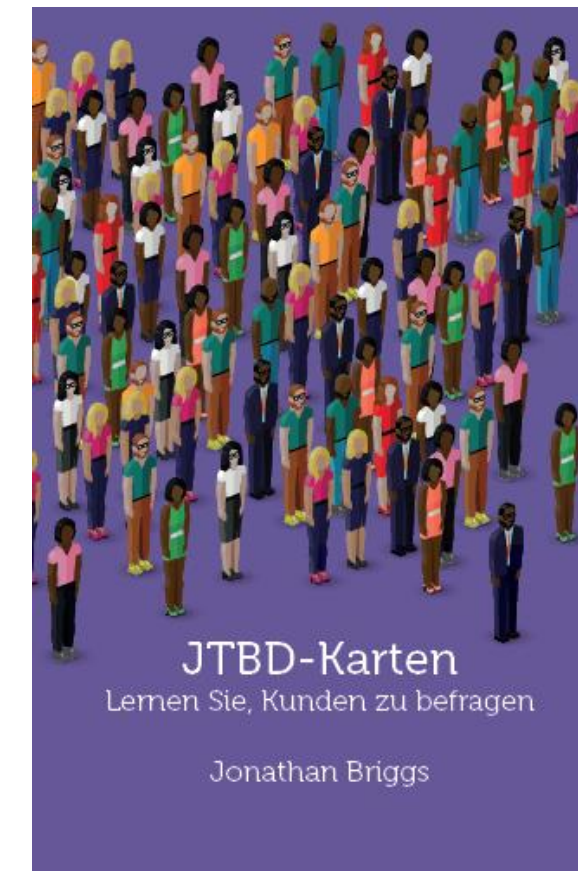
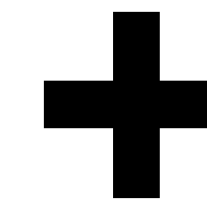
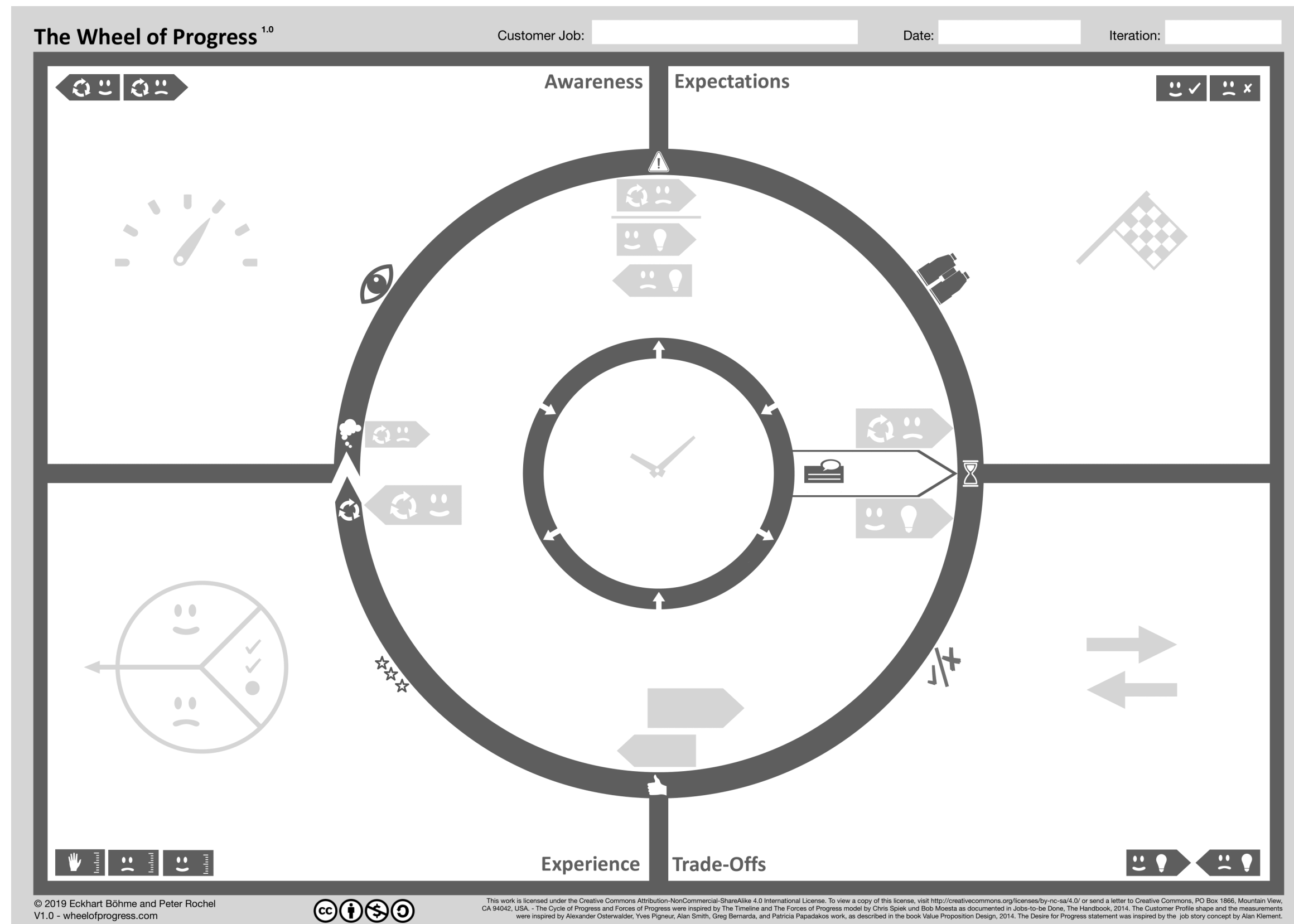
Causal mechanics are drivers of change



# Das Wheel of Progress



# Wheel of Progress and Interviews

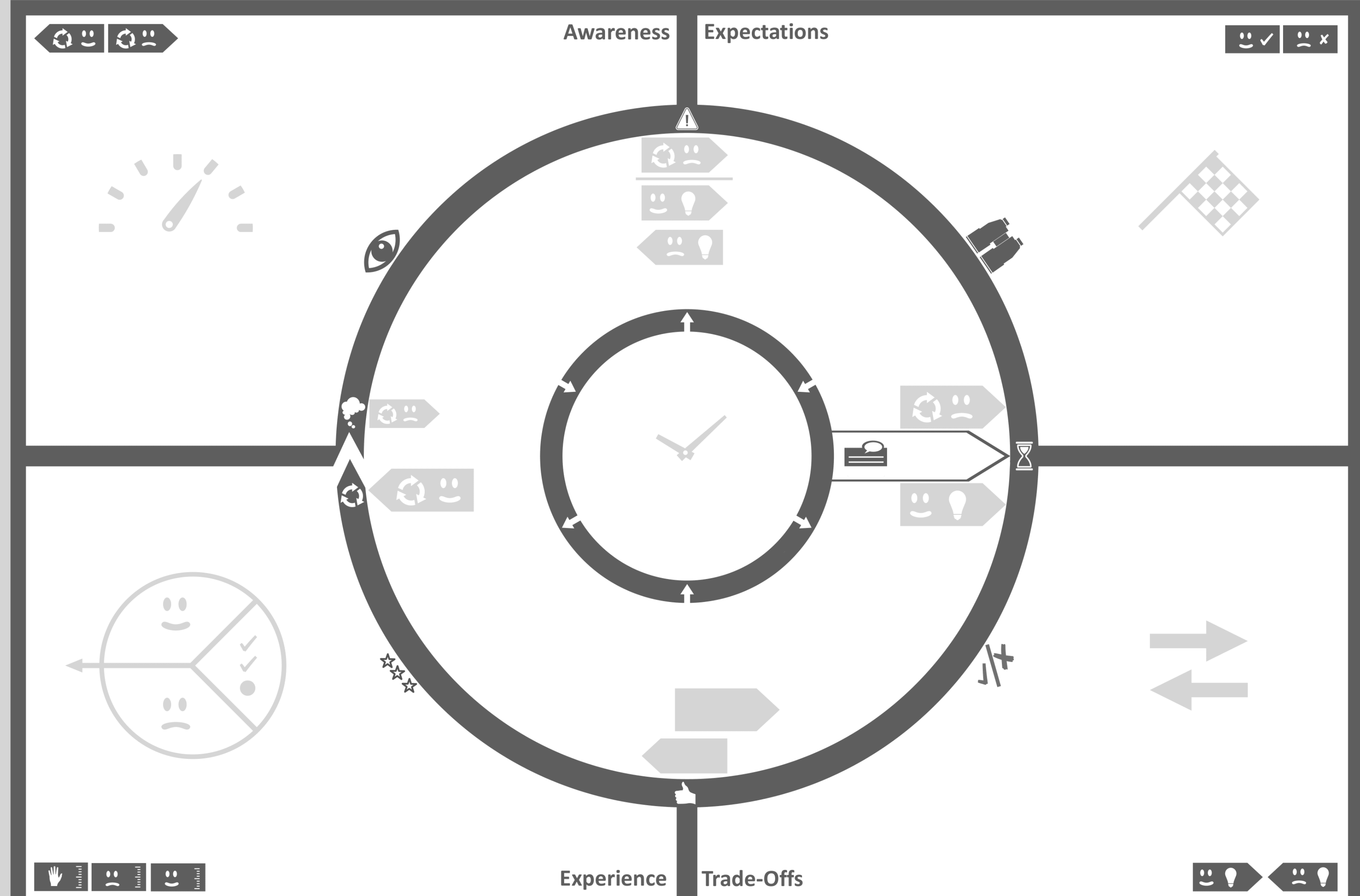


# The Wheel of Progress<sup>1.0</sup>

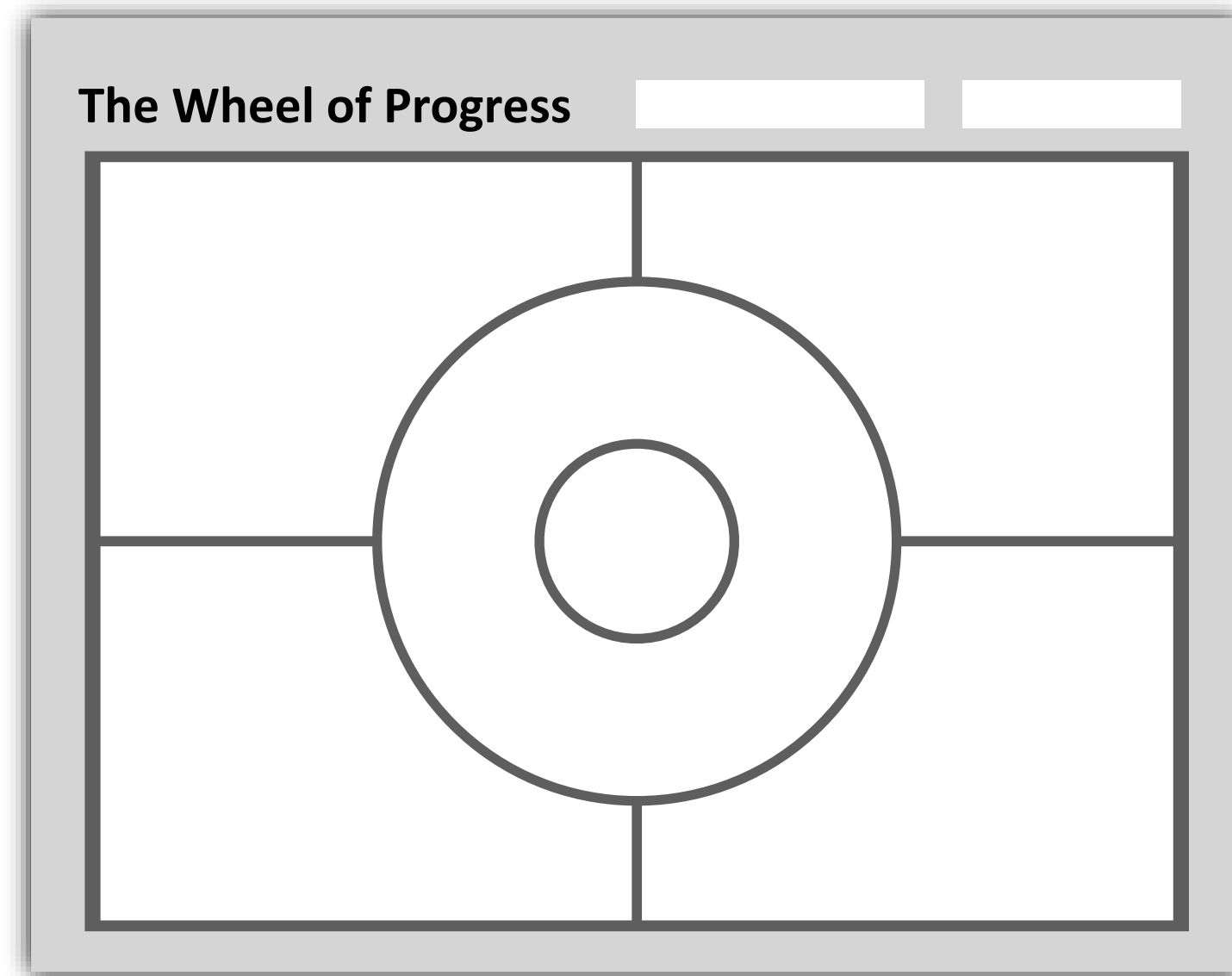
Customer Job:

Date:

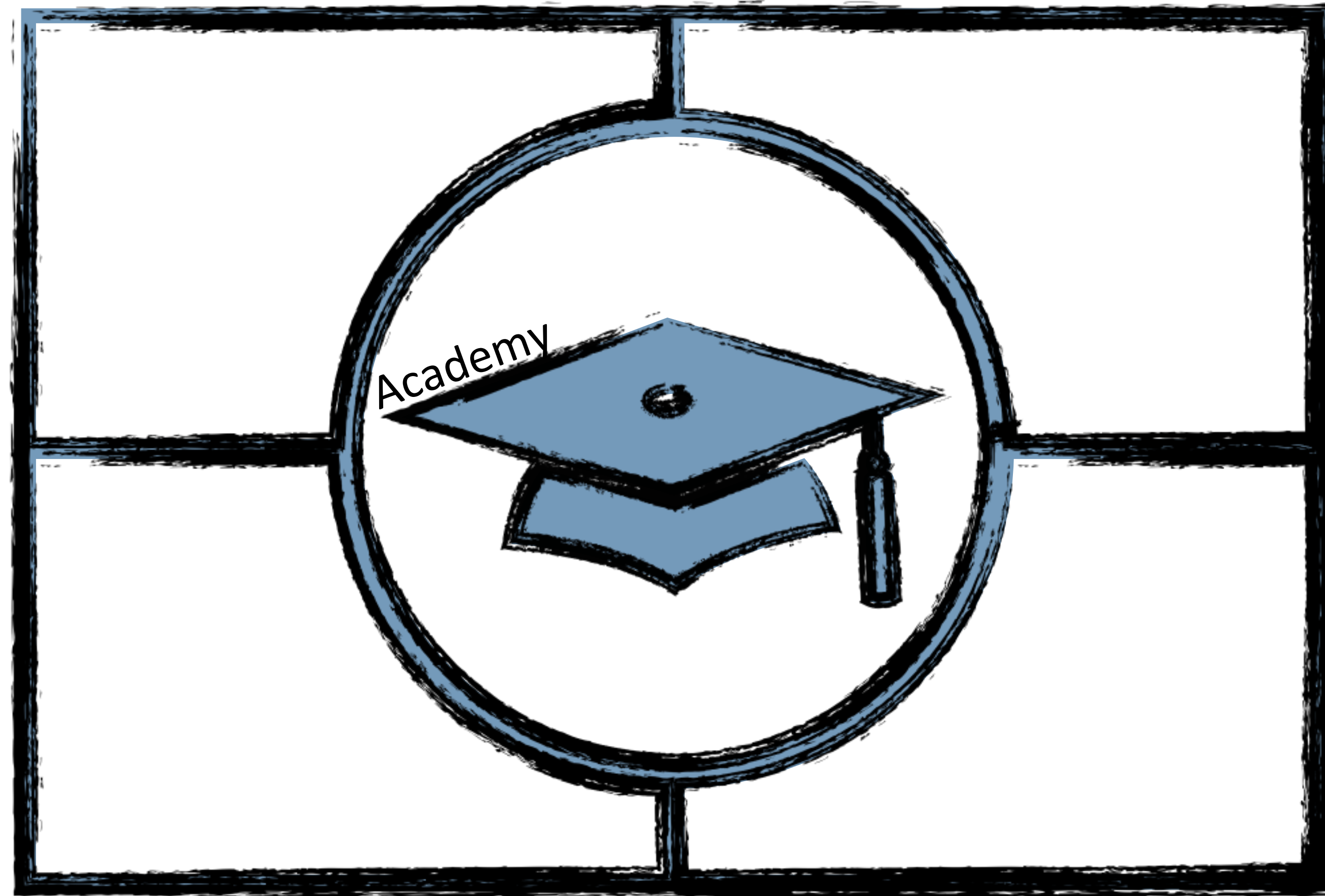
Iteration:



# Application Example



## The Wheel of Progress



Understanding the customer's job and what to make of it: What job a thermal solar installation got hire for.





Have to be compliant

Burning gas/oil for hot water & heating

Begin of construction planning

Cold showers in summer are fine

Springbreak and the pool is too cold to use it

The existing thermal solar system breaks

New regulations: Solar Power is mandatory!

Acceptance deadline

Using free solar power

Independency from oil&gas

1.300 € saving/year for heating

Building financial regulation CTE reserve

Construction work begins

Poolwater +2°C from September - June

Giving a poolparty in May

Budget +0

Looking great

Fragile technology

Made in Germany

System takes damage due to overheating

Improving the social status

RFB solar hot water system

Open circuit solar water heater

Unknown brand

10 Years warranty

Paying a fine After 10 min. the shower gets freezing cold

Demaging our house

Poolwater is > 33°C in August

Solar heater mat

Solar heating system

Faked solar panels

> 10.000 € Invest

All in one for < 5.000 €

>6.000 € only for hot water

Poolwater is > 33°C in August

Solar heater mat

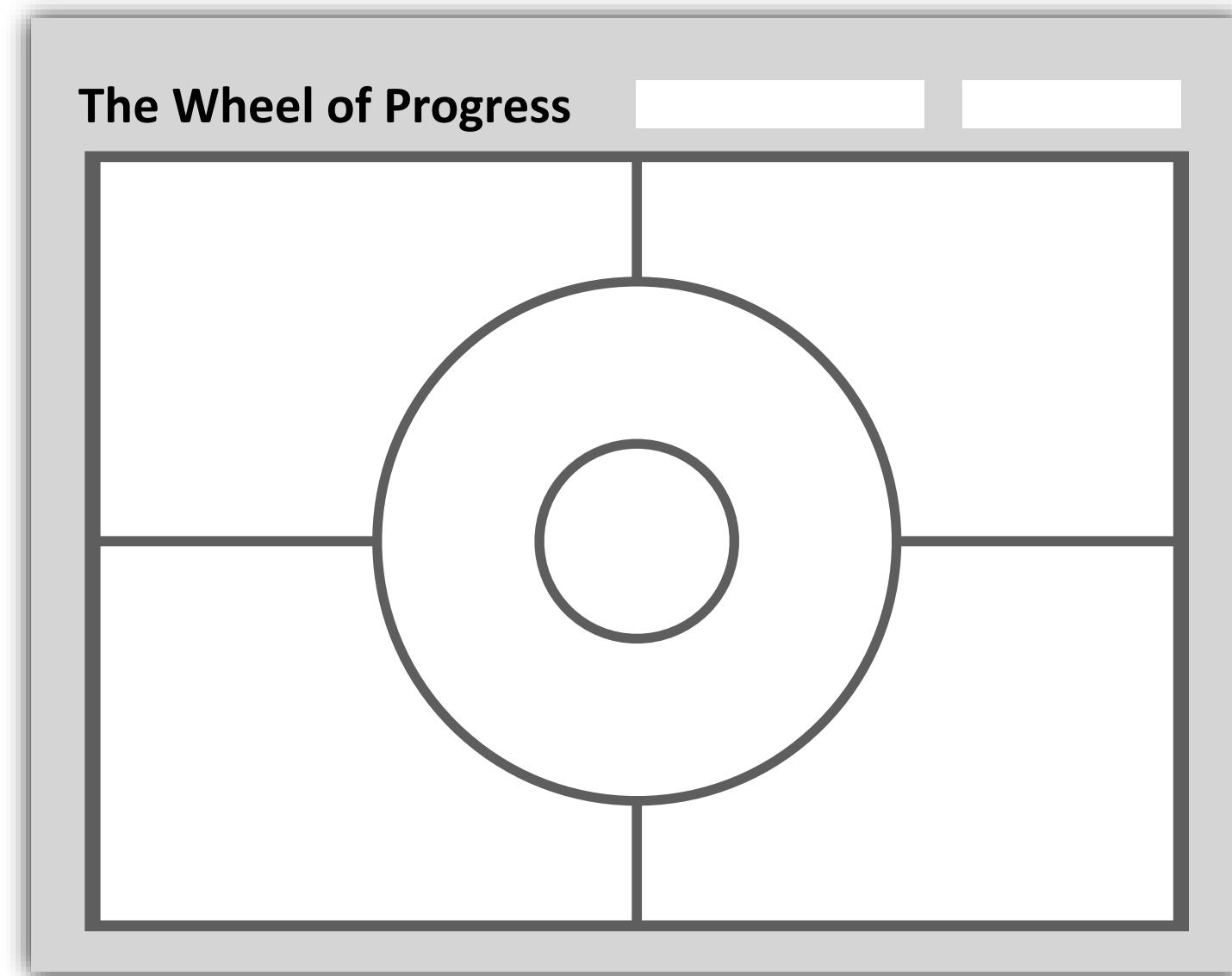
Solar heating system

Pool blanket

Not to comply with formalities

Moesta as documented in Jobs-to-be Done, The Handbook, 2014. The Patricia Papadakis work, as described in the book Value Proposition Canvas was inspired by the Job story concept by Alan Klement.

# Mapping the JTBD-Cards



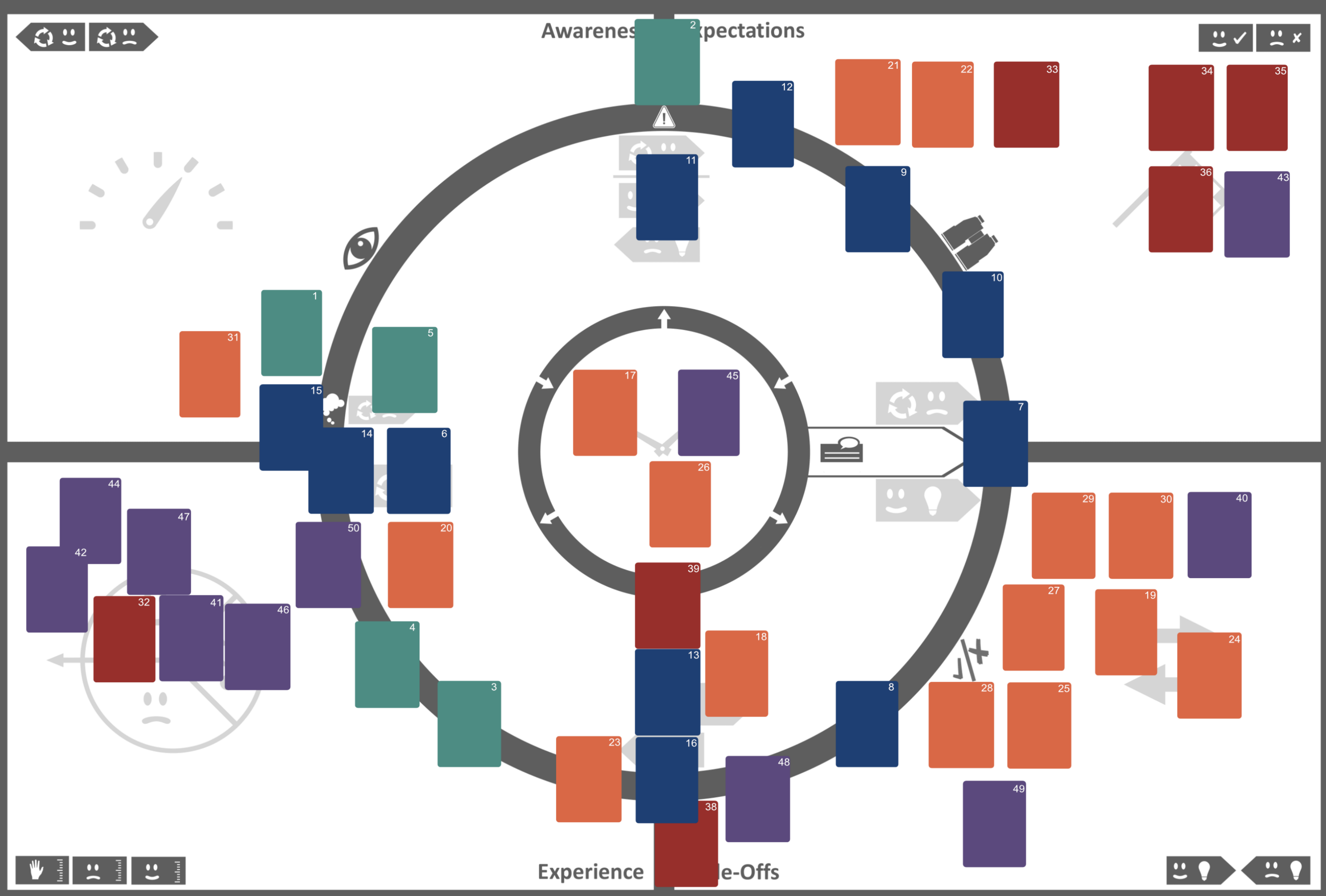


# The Wheel of Progress 1.0

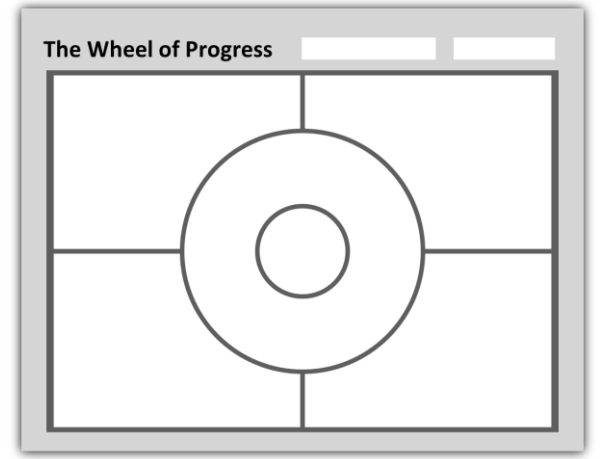
Customer Job:

Date:

Iteration:



# How we can support



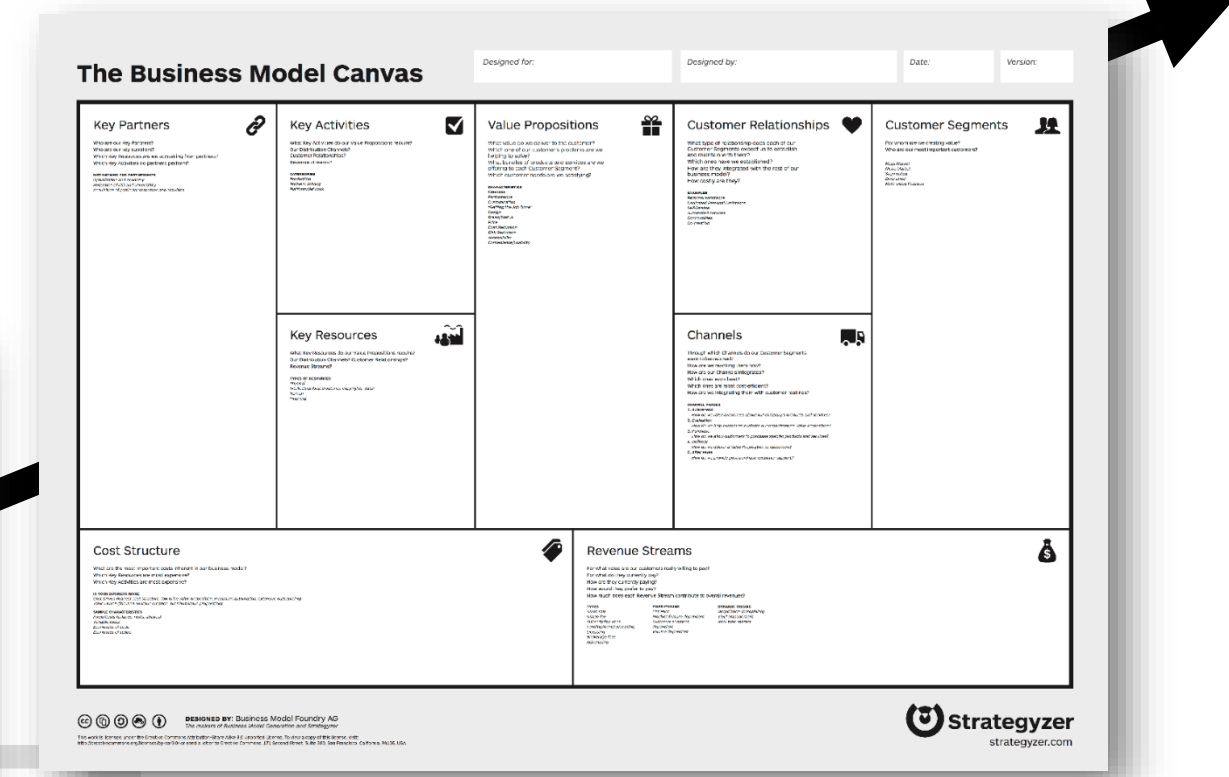
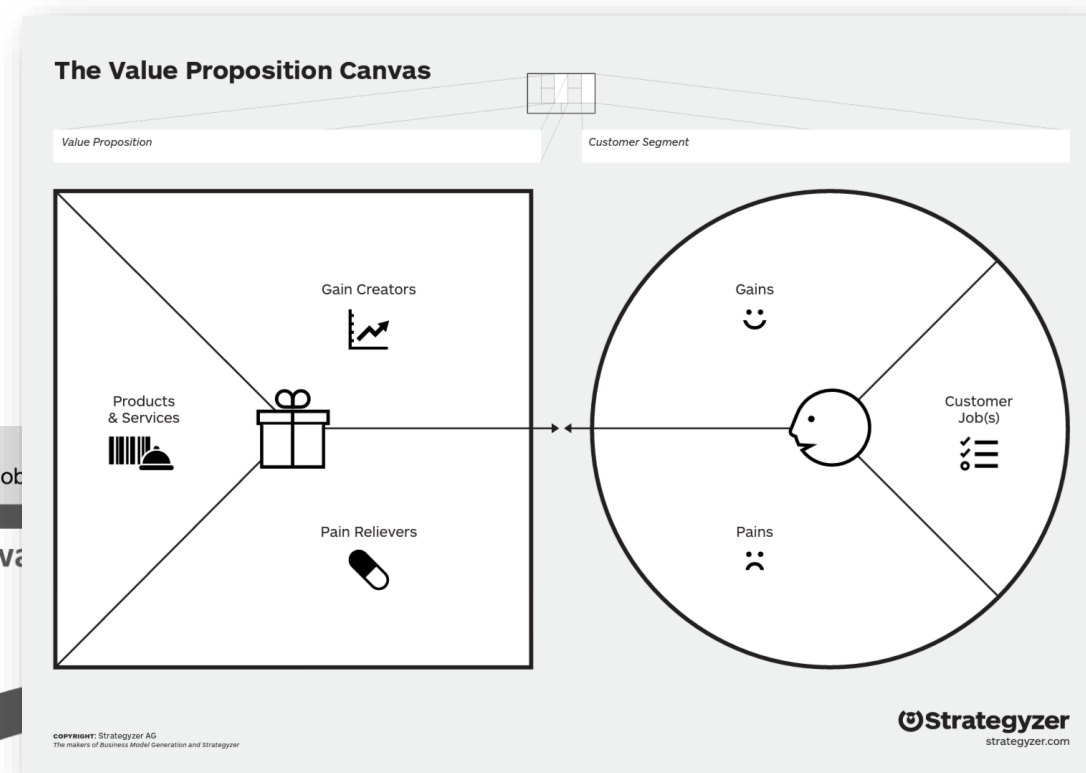
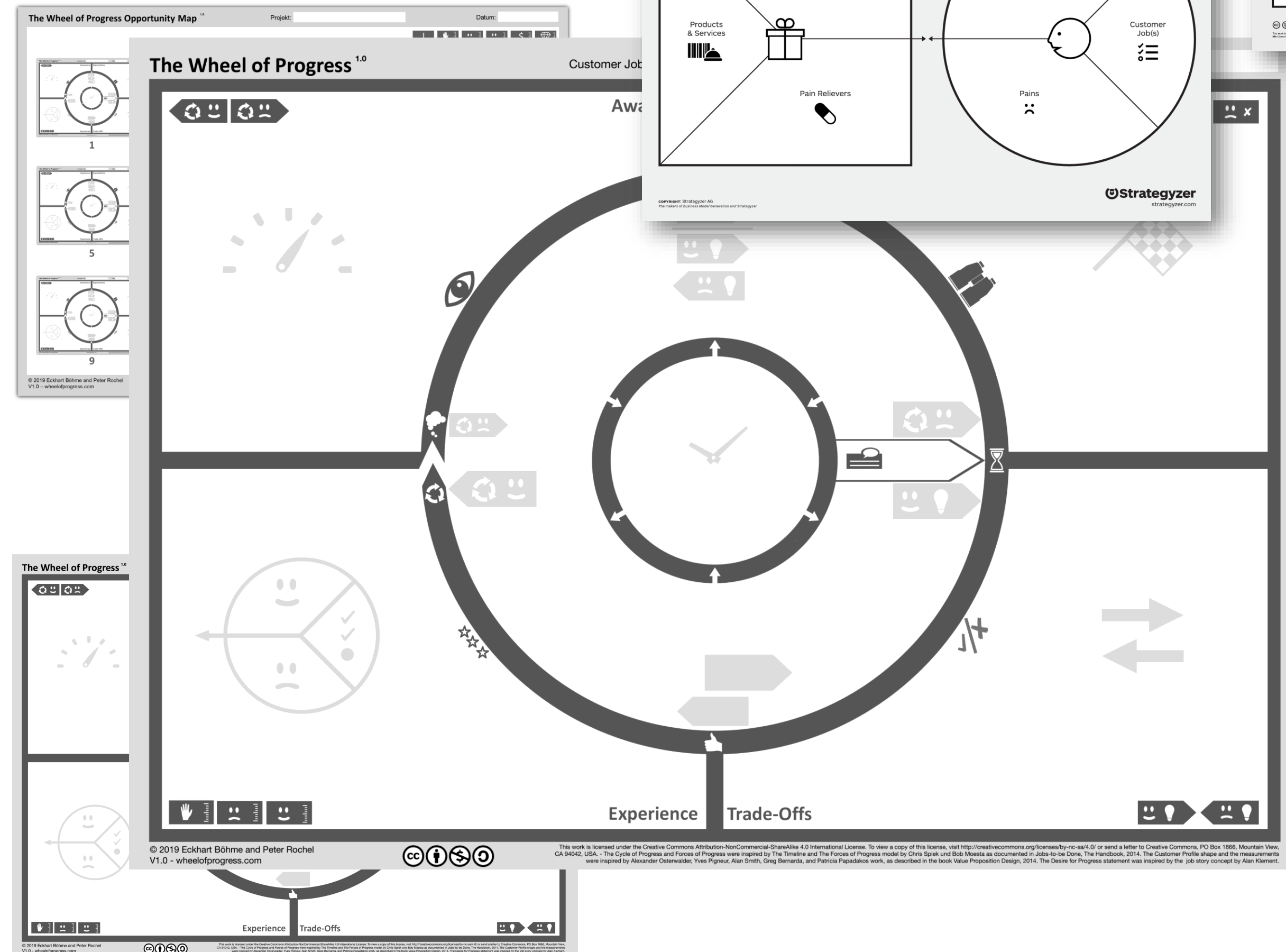
- Recording of the webinar and key-slides
- Download of the Wheels (A3 und A1 formats)  
CC License, non-commercial
- JTBD-Card mapping (for card customers only)
- Open Workshop (German): 5.11.2019 in Frankfurt am Main  
**48h 15% Discount for webinar attendees**
- Open Workshop (English): 16.11.2019 in Milano, Italy

# Strategic Orientation

Zoom in



Zoom out



**Q&A**

# Thank You for your attendance!

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**Peter Rochel, p.rochel@oberwasser-consulting.de**

**Let's stay in touch via:**



**XING** 

The XING logo, featuring the word 'XING' in a bold, teal, sans-serif font, followed by a stylized symbol of two overlapping chevrons (one pointing right, one pointing left) in a lighter teal color.

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