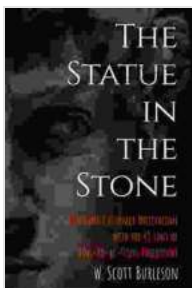# Decoding Customer Motivation with the 48 Laws of Jobs to be Done Philosophy

The 48 Laws of Jobs to be Done (JTBD) is a framework for understanding customer motivation. It was developed by Clayton Christensen, a professor at Harvard Business School. The JTBD framework is based on the idea that customers don't buy products or services; they buy jobs to be done.

The Statue in the Stone: Decoding Customer Motivation with the 48 Laws of Jobs-to-be-Done Philosophy

by Scott Burleson

★★★★☆ 4.8 out of 5

Language	: English
File size	: 2976 KB
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Screen Reader	: Supported
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A job is a specific task that a customer needs to accomplish. For example, a customer might need to get from point A to point B. This is a job that can be done by a variety of products or services, such as a car, a bus, or a train.

The JTBD framework helps businesses to understand the jobs that their customers need to do. This information can then be used to develop products and services that meet those needs.

The 48 Laws of JTBD

The 48 Laws of JTBD are a set of principles that can be used to understand customer motivation. These laws are divided into four categories:

1. **Laws of Customer Motivation**: These laws describe the basic principles of customer motivation. For example, the first law of customer motivation states that customers are motivated to do jobs that are important to them.

2. **Laws of Job Definition**: These laws describe the different ways that customers define jobs. For example, the second law of job definition states that customers define jobs in terms of the outcomes they want to achieve.

3. **Laws of Job Execution**: These laws describe the different ways that customers execute jobs. For example, the third law of job execution states that customers execute jobs in the most efficient way possible.

4. **Laws of Job Measurement**: These laws describe the different ways that customers measure the success of their jobs. For example, the fourth law of job measurement states that customers measure the success of their jobs by the outcomes they achieve.

How to Use the 48 Laws of JTBD

The 48 Laws of JTBD can be used to understand customer motivation in a variety of ways. One way to use the laws is to create a job map. A job map is a visual representation of the jobs that a customer needs to do.

To create a job map, start by identifying the customer's goals. Once you have identified the customer's goals, you can start to break down those goals into smaller jobs. For example, if a customer's goal is to get from point A to point B, you can break down that goal into the following jobs:

1. Find a way to get from point A to point B.

2. Choose a mode of transportation.

3. Get to point B.

Once you have created a job map, you can start to use the 48 Laws of JTBD to understand the customer's motivation for each job. For example, you can use the first law of customer motivation to identify the jobs that are most important to the customer. You can also use the second law of job definition to understand how the customer defines each job.

The 48 Laws of JTBD can be a powerful tool for understanding customer motivation. By using the laws, businesses can develop products and services that meet the needs of their customers.

**Benefits of Using the 48 Laws of JTBD**

There are a number of benefits to using the 48 Laws of JTBD. These benefits include:

- **Improved customer understanding**: The 48 Laws of JTBD help businesses to understand the jobs that their customers need to do.

This information can then be used to develop products and services that meet those needs.

- **Increased product innovation**: The 48 Laws of JTBD can help businesses to identify new product opportunities. By understanding the jobs that customers need to do, businesses can develop products that solve those problems.

- **Improved customer satisfaction**: The 48 Laws of JTBD can help businesses to develop products and services that meet the needs of their customers. This can lead to increased customer satisfaction and loyalty.

- **Increased revenue**: The 48 Laws of JTBD can help businesses to increase revenue by developing products and services that customers are willing to pay for.

The 48 Laws of JTBD are a powerful tool for understanding customer motivation. By using the laws, businesses can develop products and services that meet the needs of their customers. This can lead to increased customer satisfaction, loyalty, and revenue.
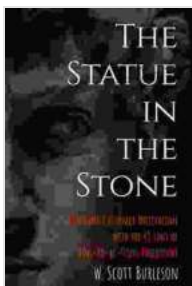
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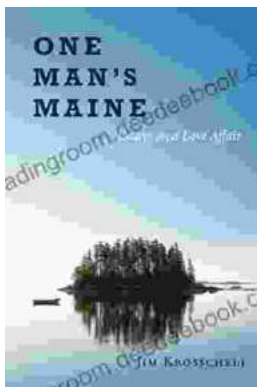|	
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