



The Jobs-to-be-Done Handbook: Practical techniques for improving your application of Jobs-to-be-Done

Chris Spiek, Bob Moesta

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We've written this book for the Jobs-to-be-Done student and practitioner who has a basic grasp of JTBD concepts (Forces Diagram, JTBD Timeline, Interview Process) and wants to strengthen their technique and continue to get better results out of their application of Jobs-to-be-Done. **How to Use This Book** The only person who knows what you'll hire this book for is you (but we have our theories). Consider:

- Cramming it to pull out anything you haven't seen before.
- Flipping through it a few minutes before you conduct an interview to review the basics.
- Using it to think through who to interview when starting a project.
- Handing it to a colleague to quickly bring them up-to-speed on JTBD so they can be your interview partner.

Not Quite Ready? There are lots of resources available to help you get caught up on the Jobs-to-be-Done basics. Visit JobstobeDone.org and think about:

- Listening to the JTBD Radio podcast (especially the sample interviews).
- Taking the Online JTBD Course and learning on your own time.
- Attending a Switch Workshop and getting an immersive one-day crash course in Jobs-to-be-Done.

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