Curriculum

This curriculum provides an insightful overview of our courses, tailored to individuals eager to understand and implement Outcome-Driven Innovation effectively. Dive into the unique characteristics of each course and explore the vast knowledge and practical skills awaiting you on the ODIpro platform.

- Introduction Course

- Fundamentals Course
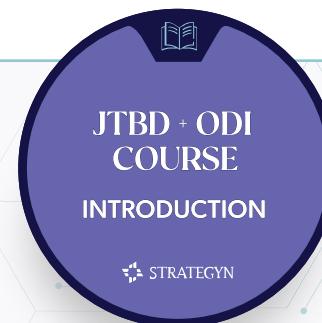
- Associates Course

ODi PRO

Introduction Course

Digital credentials
Badge

Time commitment
2 - 4 Hours

JTBD + ODI COURSE
INTRODUCTION
STRATEGYN

Acquire the vocabulary and mindset of ODI to lay the foundation for effective innovation.

1

Fundamentals Course

Digital credentials
Badge & Certificate

Time commitment
2 - 4 Hours

JTBD + ODI COURSE
FUNDAMENTALS
STRATEGYN

Explore the structures and rationale underpinning ODI, transforming theory into actionable strategies.

2

Associates Course

Digital credentials
Badge

Time commitment
2 - 4 Hours

JTBD + ODI COURSE
ASSOCIATES
STRATEGYN

Master the guidelines and step-by-step approach to expertly navigate your ODI project to success.

3

JTBD + ODI COURSE
INTRODUCTION
STRATEGYN

Introduction Course

🕐 2 - 4 Hours   🎀 Badge

Course Description

In this course, you will be introduced to Jobs-to-be-Done Theory, the Outcome-Driven Innovation process, and a new innovation mindset. You will learn a new language of innovation—a language that brings clarity to vague terms and important concepts. Taking this course will forever change the way you think about innovation and how to create breakthrough products and services.

After completing this course, you will be able to:

- Discover the gaps in your current innovation practices and how to overcome them.
- Align your organization around a single, customer-centric language for innovation.
- Define customers and markets in a way that successfully informs innovation.

Resources

▶ **VIDEO**
What is JTBD?

📄 **TEMPLATE**
Opportunity Landscape Graphing

📖 **HANDOUT**
The Language of ODI

Curriculum

📖 **Module 1: Introduction to Innovation**

WHAT YOU WILL LEARN

- Understand the principles of Jobs-to-be-Done Theory.

- Recognize how customers measure value creation.

- Understand what it means to change the unit of analysis.

- Understand the concept of Outcome-Driven Innovation and why it works.

- Recognize applications of the ODI process.

> **APPLICATION**
>
> Think about your organization's innovation process and how it compares to ODI.

📖 **Module 2: Introduction to Customer Definition**

WHAT YOU WILL LEARN

- Identify and categorize the types of customers that exist.

- Recognize the reasons for studying each customer type.

> **APPLICATION**
>
> Define the customer types for a product in your everyday life.

📖 **Module 3: Introduction to Market Definition**

WHAT YOU WILL LEARN

- Identify how a market is defined through a Jobs-to-be-Done lens.

- Recognize the benefits of defining markets through a Jobs-to-be-Done lens.

> **APPLICATION**
>
> Reflect on the market definition process at your organization.

Module 4: Introduction to Job Step Discovery

WHAT YOU WILL LEARN

- Understand how a Job Map differs from other mapping techniques.

- Understand the applications of job mapping.

APPLICATION

Analyze the products that you work on against the ultimate solution.

Module 5: Introduction to Outcome Discovery

WHAT YOU WILL LEARN

- Identify how a need is defined in the ODI process.

- Identify the three ways to get a job done better.

- Recall the benefits of defining needs as desired outcome statements.

APPLICATION

Consider how your organization defines customer needs and the customer type(s) each department hears studies.

Module 6: Introduction to Outcome Prioritization

WHAT YOU WILL LEARN

- Identify how an unmet need is defined in the ODI process.

- Recall how quantitative research is used to discover unmet needs.

- Recognize the benefits of taking this approach to outcome prioritization.

APPLICATION

Think about your organization's definition of unmet needs and how you prioritize them, as compared to ODI.

📖 Module 7: Introduction to Opportunity Discovery

WHAT YOU WILL LEARN

- Recognize a new, effective way to segment markets.

- Recall how the Opportunity Algorithm works to reveal opportunities in problem space.

- Recognize the different types of opportunities that exist in a market using the Opportunity Landscape.

APPLICATION

Reflect on how your organization discovers the market opportunities.

📖 Module 8: Introduction to Innovation Strategy Formulation

WHAT YOU WILL LEARN

- Recall what we mean by innovation strategy in the ODI process.

- Identify the goal of an innovation strategy.

- Recognize the benefits of having an innovation strategy.

APPLICATION

Consider your organization's most efficient path to growth and how ODI can help to improve that process.

Fundamentals Course

🕐 6 - 8 Hours   **🎖 Badge & Certificate**

Course Description

In this course, you will learn the fundamentals of putting Jobs-to-be-Done Theory and the Outcome-Driven Innovation process into practice. You will learn how to define markets and customer needs in a way that brings predictability to the innovation process, and how to discover and address opportunities for growth. Taking this course will give you the ability to think and act like a born innovator.

After completing this course, you will be able to:

- Define your market in problem space, independent of solutions and stable over time.
- Understand your customer's entire job-to-be-done and visualize the ultimate solution
- Identify the top quantified opportunities and map the most efficient path to growth.

Resources

📄 TEMPLATE
Market Definition Canvas

STRATEGYN

Micaela Valentina Bara

is awarded

THE FUNDAMENTALS CERTIFICATION

✔ Introduction Course
✔ Fundamentals Course

https://www.credly.com/badges/f9acf2e4-df42-495a-a3cd-91d191107bac

JTBD & ODI

07/10/2023
Issued

Anthony Ulwick
CEO/Founder

At this level, you achieve the Fundamentals Certification and receive the certificate.

Curriculum

📘 Module 1: Fundamentals for Innovation

WHAT YOU WILL LEARN

- Recall why the ideas-first approach is inherently flawed.
- Identify how the needs-first approach can make innovation predictable.
- Recognize the obstacles that hinder success when applying a needs-first approach to innovation.
- Identify how the Outcome-Driven Innovation process overcomes the obstacles and makes a needs-first approach to innovation viable.

> **APPLICATION**
>
> Reflect on your organization's approach to innovation and how it compares to ODI.

📘 Module 2: Fundamentals for Customer Definition

WHAT YOU WILL LEARN

- Identify the types of jobs that exist.
- Recall the reasons for studying each type of job.

> **APPLICATION**
>
> Define the customer types for three different innovation goals in both a B2C and a B2B example.

📘 Module 3: Fundamentals for Market Definition

WHAT YOU WILL LEARN

- Identify how the job executor should be labeled/defined.
- Recall how a job statement is structured.
- Recognize how the Market Definition Canvas is used as a framework to streamline the market definition process.

> **APPLICATION**
>
> Work through the Market Definition Canvas for a B2C and a B2B example.

📘 Module 4: Fundamentals of Job Step Discovery

WHAT YOU WILL LEARN

- Identify the structure of a job step statement.

- Recall what the Universal Job Map is and how it is used.

- Recognize how the Job Map reveals opportunities for customer value creation.

APPLICATION

Match the job maps in two scenarios, a B2C and a B2B, with the Universal Job Map.

📘 Module 5: Fundamentals of Outcome Discovery

WHAT YOU WILL LEARN

- Understand why an outcome statement is structured as prescribed.

- Understand each component in an outcome statement and its purpose.

- Understand how financial outcomes are stated differently.

- Recognize a correctly written desired outcome statement.

APPLICATION

Recognize the outcome statements that are structured correctly in a B2C and a B2B example.

📘 Module 6: Fundamentals of Outcome Prioritization

WHAT YOU WILL LEARN

- Recognize the key sections included in the survey.

- Recall the rationale and purpose of each section.

- Identify the types of questions that belong in each section.

APPLICATION

Determine the key sections to include in the questionnaire and the type of questions for each section in a B2C and a B2B example.

📖 Module 7: Fundamentals of Opportunity Discovery

WHAT YOU WILL LEARN

- Recall the purpose of market segmentation in the ODI process.

- Recall how Outcome-Based Segmentation works.

- Recognize the value of an outcome-based persona.

- Recognize the types of opportunities revealed by segmentation.

- Recognize how Outcome-Based Segmentation can be used for other purposes.

APPLICATION

Reflect on how your organization defines market segments personas, and how those definitions compare to ODI.

📖 Module 8: Fundamentals of Innovation Strategy Formulation

WHAT YOU WILL LEARN

- Recognize the four types of opportunities to evaluate when deciding what segments and outcomes to target.

- Recall what other factors to consider when formulating the innovation strategy.

- Recall the most common actions taken to deploy the innovation strategy throughout the organization.

APPLICATION

Think through how your organization formulates innovation strategies and how that process compares to ODI.

Associates Course

🕐 14 - 16 Hours   🏅 Badge

Course Description

In this course, you will learn about the guidelines to follow to successfully scope an ODI project, plan and define the steps of the project, and create a straw-man version of jobs, job steps, and outcome statements. This course is a model for execution, alignment, and action toward your innovation goals through an Outcome-Driven Innovation project.

After completing this course, you will be able to:

- Identify the team you need to navigate your innovation project successfully.
- Build a well-designed research plan to address your innovation goals.
- Structure and prioritize your customer's needs in a way that will instruct you to build better products.

Resources

HANDOUT

- Sample Plan Cheatsheet
- Job Mapping Cheatsheet
- Outcome Construction Cheatsheet
- Questionnaire Development Cheatsheet
- Examples of Corrected Statements Cheatsheet

TEMPLATE

Necessary Sample Size Calculator

Curriculum

📖 **Module 1: Guidelines for Innovation**

WHAT YOU WILL LEARN

- Recall how to make the innovation process a rules-based discipline.

- Recognize how the ODI process can be applied across a market ecosystem and in various other situations.

- Recognize the structure of an ODI team.

- Recall the metrics that a typical product team will use to judge the success of an ODI project.

APPLICATION

Analyze your organization's capabilities in each of the three ODI team roles. Define and prioritize the organizational capabilities that will need to be improved to manage one or more ODI teams and install a disciplined innovation process in your organization.

📖 **Module 2: Guidelines for Customer Definition**

WHAT YOU WILL LEARN

- Identify the elements that comprise the Jobs-to-be-Done Needs Framework.

- Use the Jobs-to-be-Done Needs Framework to select customer types, jobs, and outcomes to include as part of a research effort in different scenarios.

- Recall the implications of scoping a project in different ways.

- Recall scenarios in which project scoping becomes more complicated.

APPLICATION

Select the customer type(s) and job(s) in two scenarios (a B2C and a B2B). Then use the JTBD Needs Framework to identify the customer type(s) and job(s) to study based on your innovation goal(s).

📖 Module 3: Guidelines for Market Definition

WHAT YOU WILL LEARN

- Recognize the difference between market definition and market selection.

- Recall the typical market selection scenarios.

- Understand how the market selection process works.

- Understand what criteria to use to evaluate the attractiveness of alternative markets.

- Understand how to define the market when targeting other stakeholders in the market ecosystem besides the core job executor.

APPLICATION

Review the Market Definition Canvases for two scenarios (a B2C and a B2B). Then build your own Market Definition Canvas.

📖 Module 4: Guidelines for Job Step Discovery

WHAT YOU WILL LEARN

- Recall the goals behind creating a Job Map.

- Understand the guidelines to follow to create a well-structured job step statement.

- Understand the job mapping quality check guidelines.

- Understand how to create Job Maps when focusing on other stakeholders.

APPLICATION

Select the job step statements that follow the guidelines and put them in the optimal order for two scenarios (a B2C and a B2B). Then, draft the job step statements for your project.

📖 Module 5: Guidelines for Outcome Discovery

WHAT YOU WILL LEARN

- Recall the goals behind creating a set of outcome statements.

- Understand the grammatical guidelines to follow to construct a set of outcome statements.

- Understand the guidelines to follow to net outcome statements.

- Understand the guidelines to follow to put outcome statements through a final quality check.

- Understand the guidelines to follow to collect other inputs for innovation, i.e., related jobs and emotional jobs.

APPLICATION

Select the outcome statements that follow the guidelines and identify which guidelines the incorrect statements violate for two scenarios (a B2C and a B2B). Then, craft the outcome statements for your project.

📖 Module 6: Guidelines for Outcome Prioritization

WHAT YOU WILL LEARN

- Understand the guidelines to follow when creating a sample plan.

- Understand the guidelines to follow to determine the sample size.

- Understand when to choose one instance of job execution over another.

- Understand the guidelines for constructing a questionnaire.

- Understand the guidelines for constructing a question for inclusion in the questionnaire.

APPLICATION

Review the sample design, sample plan, and job instance question of two scenarios (a B2C and a B2B). Then, build your own sample design, sample plan, and job instance question for your market.

13

📖 Module 7: Guidelines for Opportunity Discovery

WHAT YOU WILL LEARN

- Understand the guidelines for building an outcome-based data model.

- Understand the guidelines for deciding on an outcome-based segmentation solution.

- Understand the guidelines for constructing a persona.

- Understand the guidelines for conducting additional analyses to refine opportunity prioritization.

📖 Module 8: Guidelines for Innovation Strategy Formulation

WHAT YOU WILL LEARN

- Understand the guidelines for mentally transitioning back into solution space.

- Understand the guidelines for matching existing and planned products to target segments.

- Understand the guidelines for using the strategy matrix to select the strategy.

- Understand the guidelines for selecting opportunities to drive growth from the core.