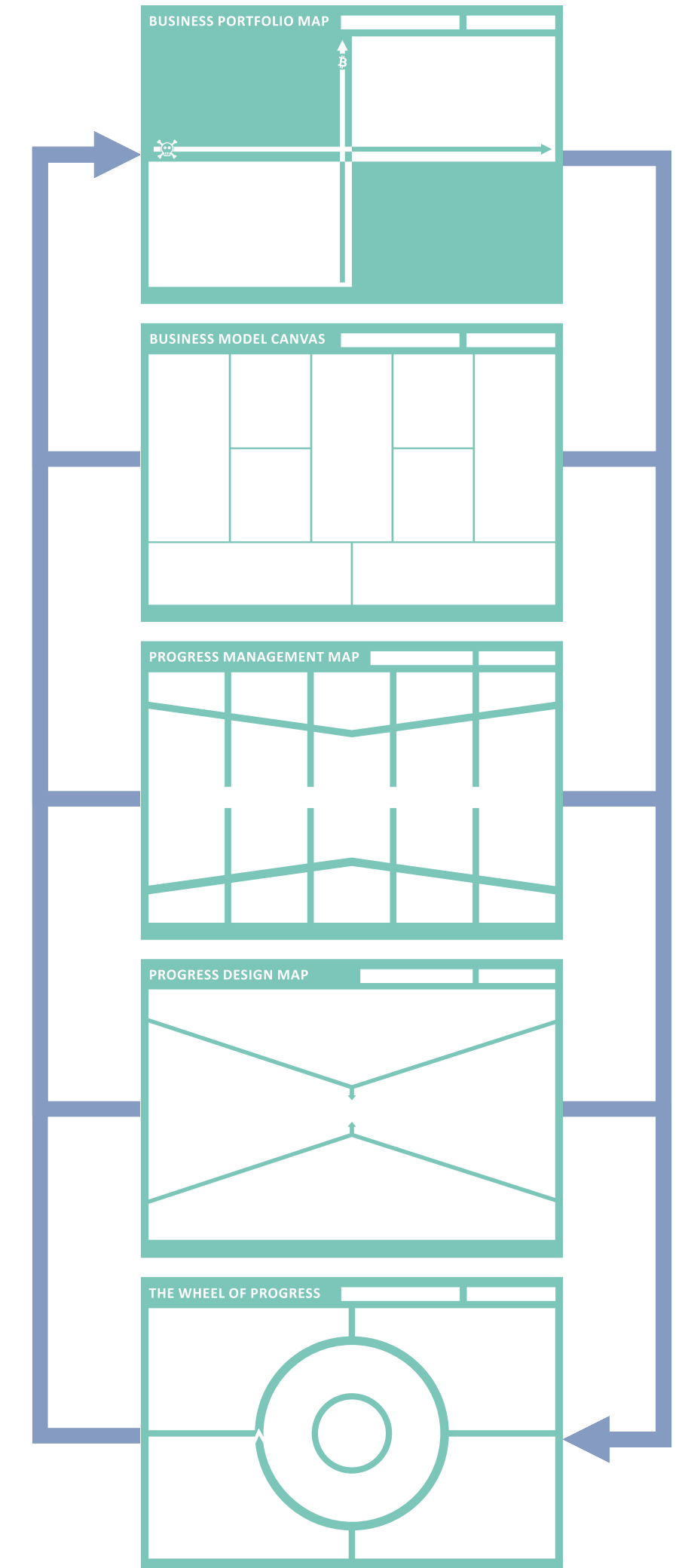# LIVE-ONLINE
WORKSHOP
2025/2026
Modules+Contents

WHAT'S IN IT FOR YOU:

Learn and use the framework in 8 x 2½ hours to...

- To comprehensively understand the Jobs To be Done concept and to use it in practice to build and market most desirable products and companies

- Find out more quickly and confidently how your customers will choose today, tomorrow and the day after tomorrow, and exactly why

- Use structured interviews to create an exclusive data base as a basis for strategic customer orientation

- Improve and better market business models and products

- Discover demand and create new markets

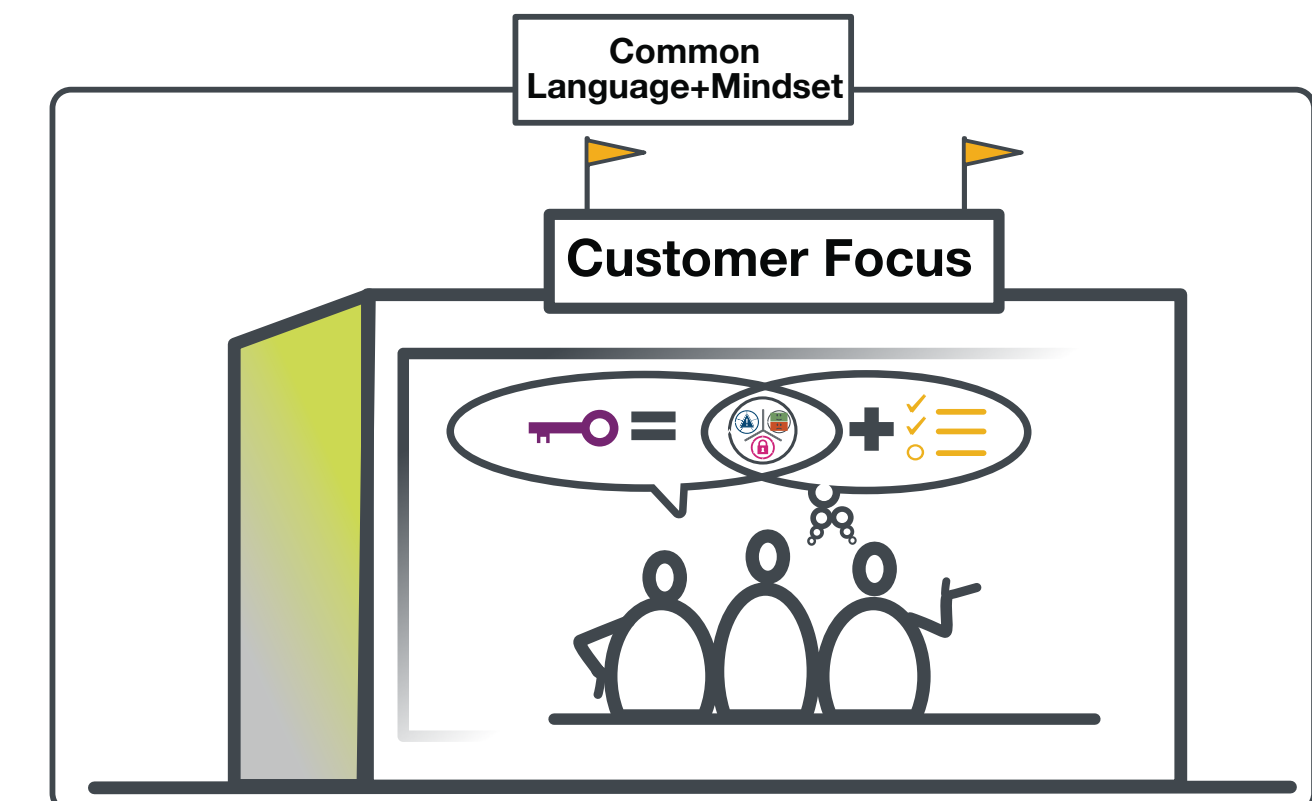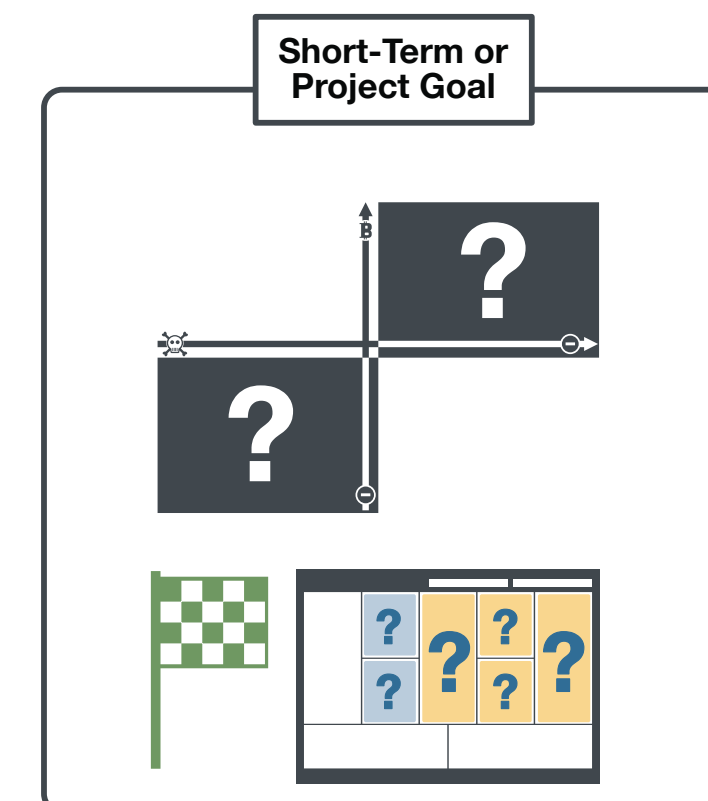- Get direct exchange with most experienced practitioners

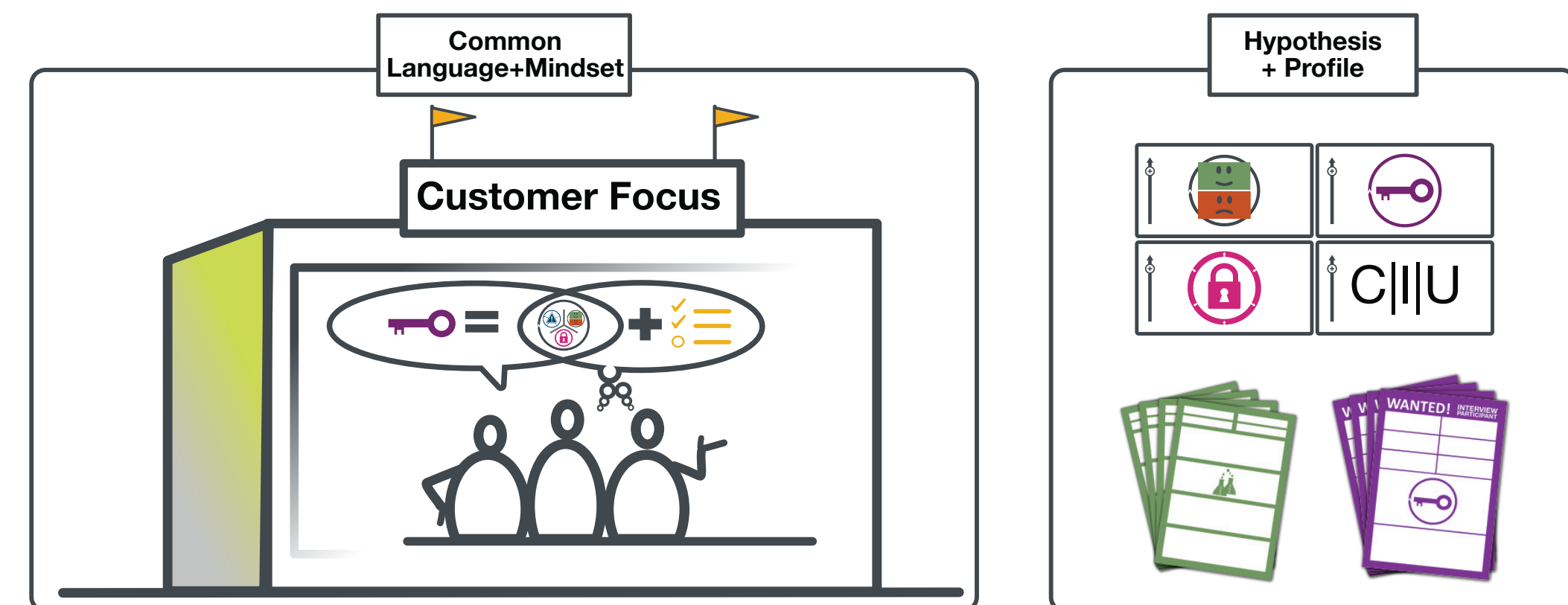# THE WORKSHOP MODULES OF THE MASTERING JTBD

LIVE ONLINE WORKSHOP:

M1 - INTRODUCTION JTBD THEORY AND INNOVATION

Objective	Participants recognise the drastic challenges in terms of customer focus and innovation. They learn about the Jobs-To-Be-Done theory as a tool to systematically overcome these difficulties and better identify relevant customer needs.
Assignment in the JTBD Research & Innovation Framework	Project Frame
Module contents	Assessment of the project context Innovation success vs. solution focus Brain function vs. problem understanding The JTBD perspective The JTBD System of Elements The Wheel of Progress® to capture customer needs and use them systematically
Phase and associated overall goal	Phase 1 - Get to know JTBD theory, basic attitude tools and building a shared language.

M2 - JTBD HYPOTHESES IN A BUSINESS CONTEXT

Objective	Participants learn to apply jobs elements and reach a common understanding of possible causes for which their product could actually be commissioned from the customer's perspective, as well as the related competitive landscape from a JTBD perspective.
Assignment in the JTBD Research & Innovation Framework	Projekt Frame
Module contents	Which products are relevant for us Which customer groups belong in the focus Finding problem hypotheses Finding profit hypotheses Rethinking competition Create profiles for interview candidates
Phase and associated overall goal	Phase 1 - Getting to know JTBD theory, basic tools and building a shared language. Preparation of the research.

M3.1 - JTBD INTERVIEWS STRUCTURE AND DESIGN

Objective	Participants learn how to identify and document Jobs-To-Be-Done elements with the help of interviews. Through first practical experiences under real conditions, they generate relevant data and document central JTBD elements for their own project.
Assignment in the JTBD Research & Innovation Framework	Research& Data Frame
Module contents	Review and consolidate JTBD Elements (M3.1) Listening to JTBD elements in narratives (M3.1) Structure of JTBD interviews (M3.1) Listening to elements in JTBD interviews (M3.1) Basics of JTBD interview technique and questions (M3.1)
Phase and associated overall goal	Phase 2: Learning to conduct JTBD interviews and to generate relevant data.

M3.2 - JTBD INTERVIEWS PRACTICE AND EVALUATION

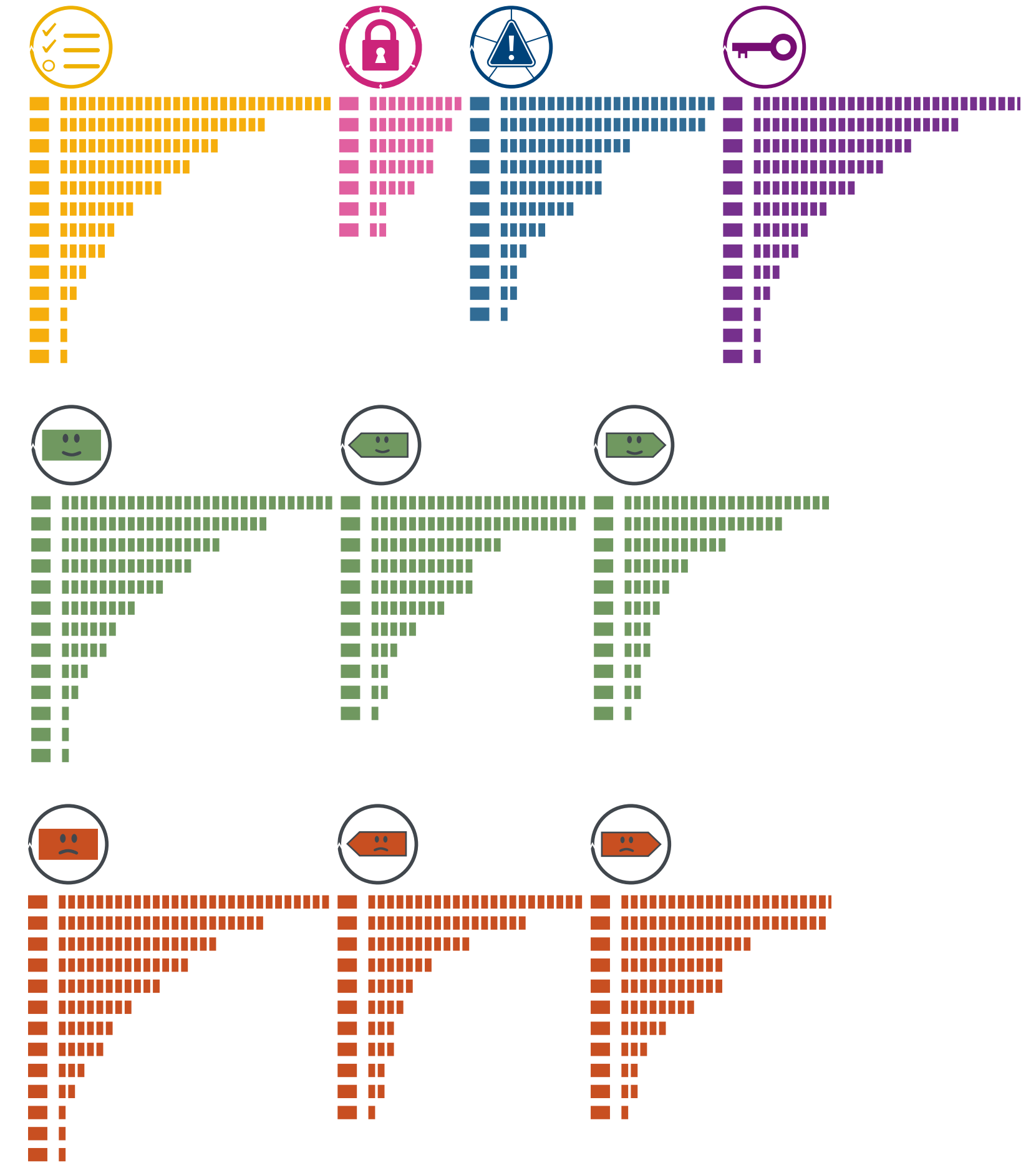|	
Objective	Participants learn how to identify and document Jobs-To-Be-Done elements with the help of interviews. Through first practical experiences under real conditions, they generate relevant data and document central JTBD elements for their own project.
Assignment in the JTBD Research & Innovation Framework	Research& Data Frame
Module contents	Interview practice (M3.2) Basics of interview evaluation practice and documentation (M3.2)
Phase and associated overall goal	Phase 2: Learning to conduct JTBD interviews and to generate relevant data.

M4 - JTBD DATA SEGMENTATION AND CLUSTERING

Objective	Teilnehmende erlernen die effiziente Zusammenführung und Analyse von Daten aus Interviewserien, um darin enthaltene Muster zu erkennen und eine belastbare Datenbasis zu erzeugen. Teilnehmende verinnerlichen die gewonnenen Erkenntnisse zur Kundenperspektive auf die eigenen Produkte und Services.
Assignment in the JTBD Research & Innovation Framework	Research& Data Frame
Module contents	Workplace preparation Data segmentation and preparation Clustering process Rules of thumb and timeboxing Rules for paraphrasing Consistency check Practical work with own data
Phase and associated overall goal	Phase 2: Learning to conduct JTBD interviews and to generate relevant data.

Objective	Participants develop a shared understanding of the insights gained in the research and learn appropriate techniques to identify the most valuable JTBD for their company or project.
Assignment in the JTBD Research & Innovation Framework	Design Frame
Module contents	Findings from the research Selecting most valuable customer job for the company/project context Filtering bias and noise Select the limiting JTBD context Definition of competitive landscapes Preparation of working wheels
Phase and associated overall goal	Phase 2: Learning to conduct JTBD interviews and to generate relevant data.

M6 - THE JTBD RESEARCH& INNOVATION FRAMEWORK

Objective	Participants know how and with which tools the maximum benefit for their company can be generated from a JTBD research dataset.
Assignment in the JTBD Research & Innovation Framework	Design Frame
Module contents	Overview JTBD Research& Innovation Framework Wheel of Progress Progress Management Map Progress Design Map Business Model Canvas Business Portfolio Map Selecting focus data for individual project context
Phase and associated overall goal	Phase 3: Using JTBD data in customer-centred product, marketing, sales and business development
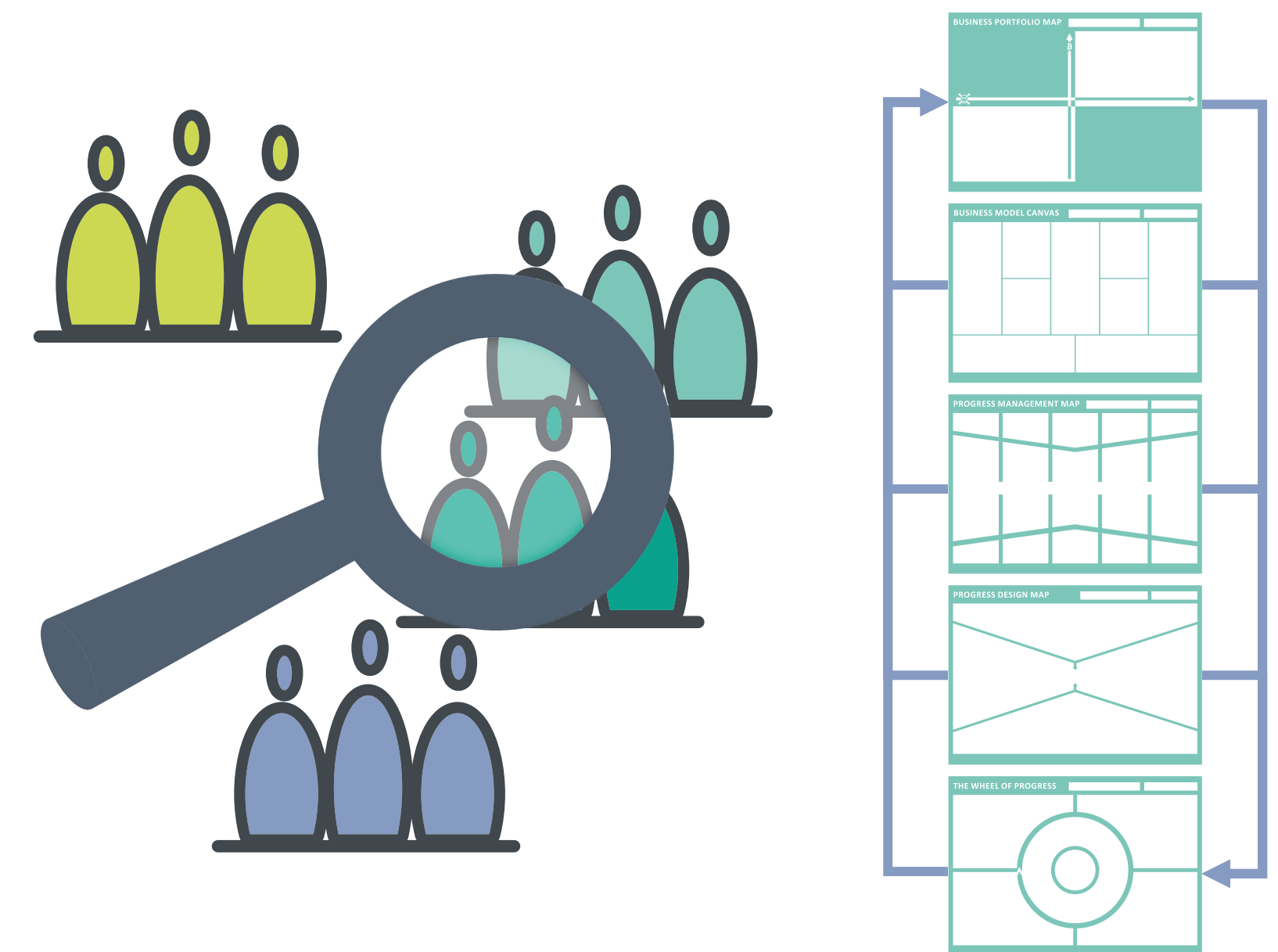
CERTIFICATE FOR COMPLETION

JTBD Practitioner

All participants in the Mastering JTBD Research& Innovation Workshop receive a certificate on completion.

Each **certificate** confirms all completed modules, learning content and any practical experience from JTBD projects. If all modules of the workshop have been completed, the **JTBD Practioner** skill level is achieved and we are certified.

All skill levels should be extended after three years at the latest by proof of practice and fresh-ups.

There are currently four skill levels that we certify:

JTBD Practitioner, JTBD **Researcher**, JTBD **Market Creator** and JTBD **Framework Master**. Each skill level requires different learning modules, content and practical experience.

CUSTOMER TESTIMONIALS

... "You mentioned it several times right at the beginning, and I have now experienced first-hand how incredibly valuable qualitative research and especially the Wheel of Progress in combination with the channel phase model is beyond product development. Messaging? Check off. ICP and user persona? Check. Writing sales emails? LinkedIn once, then research results and you've got a pain or gain right there to get in over. Very, very cool!"...

Nils Wloka, steadybit

... "It was a great day yesterday. I'm still very flashed and looking forward to everything that is yet to come!"

Nina Götz, BurdaForward

Peter was very helpful and had a great knowledge of jobs to be done. Understood the gap between theory and practice very well – will provide the kind of practical information that will help you achieve you JTBD project goals.

Thomas Baker – Rolls Royce

Uns gefiel insbesondere das systematische und strukturierte Vorgehen, sodass wir in dem JTBD-Interview Sprint in nur 2 Tagen (6 Interviews) mehr relevantes über unser Produkt und unsere Kunden gelernt haben, als in den 3 Jahren davor. Nach knapp einer Woche konnten wir mit den Ergebnissen direkt unsere Werbekampagnen-Wirksamkeit verdreifachen. Wir konnten zusätzlich nicht nur unser Marketing und Sales verbessern, sondern es kam auch noch besseres Produkt dabei raus.

Stefan Hück – Mantrafant

The JTBD methodology was communicated in a very understandable way and the interviews were conducted in a very professional manner. The project offers us the opportunity to address our customers with new service offers in a more targeted way.

Michael von Pidoll – TÜV Rheinland AG

Dank der Arbeit von Peter Rochel haben wir es innerhalb von nur 2 Wochen geschafft Jobs-To-Be-Done erfolgreich zu lernen und selber einzusetzen.
Dabei hat er uns nicht nur die Theorie vermittelt sondern uns auch direkt gezeigt, wie wir es auf unseren komplexen Bereich in der Software-Entwicklung anwenden können. So sind wir von null praktischer Erfahrung mit JTBD zu einem einsatzfähigem kleinen Research-Team geworden, welches JTBD auch in Zukunft selbstständig anwenden kann. Dabei war Peter immer sehr hilfsbereit, flexibel und äußerst geduldig.
Vielen Dank nochmal! Eine uneingeschränkte 110%-ige Weiterempfehlung! 🙂 Jederzeit wieder!

Manuel Gerding, steadybit

The Presenters

PRESENTER KATHARINA WEIGERT

- **JTBD Trainer and Facilitator**
- **Founder of The Outstanding Musician**
- **Specialised in Consumer Behaviouristics and Goal Directed Decision Making processes**
- **Expert in branding and communication**

ScanMe

LinkedIn Katharina

ScanMe

I+U Podcast mit Katharina

Katharina Weigert is an emerging Jobs to Be Done (JTBD) professional and trainer from Peter Rochel's school. Originally from an academic background, she has worked extensively with the JTBD Innovation Framework and put it into practice. Her journey began as a dedicated student who became aware of the topic through Peter Rochel's podcast.

With a keen sense of the practical application of JTBD theories, coupled with her academic depth, she offers a unique insight into the method.

Her open and welcoming personality makes her not only an excellent trainer, but also a valuable contact for anyone who wants to engage with JTBD academically or entrepreneurially.

PRESENTER JAN MILZ

ScanMe

LinkedIn Jan

ScanMe

I+U Podcast mit Jan

- JTBD Trainer and Facilitator
- JTBD practitioner since 2013
- Product Manager
- Series founder
- Mentee of Bob Moesta, one of the JTBD pioneers

Jan Milz is an experienced Jobs to Be Done (JTBD) Research professional who has been applying the method in his professional career since 2013. As a mentee of Bob Moesta, one of the pioneers of JTBD theory, he has extensive insider knowledge and practical experience. He is currently a Freelance Product Manager and in this role has led numerous software teams through the Minimum Viable Product (MVP) development process. With his expertise in customer research and prototyping, Jan has helped both startups and established companies better tailor their products and services to meet the needs of their customers.

Jan is also the co-founder of Sixgroups.com and Sohomint, where he developed innovative online community experiences and SEO projects. In addition to his work as a product manager, trainer and consultant, Jan is an active participant in the JTBD community, sharing his knowledge and experience in workshops, trainings and conferences.

PRESENTER PETER ROCHEL

- **JTBD pioneer since 2006**
- **Owner Oberwasser Consulting®**
- **Managing Partner UTXO Solutions**
- **Author of the JTBD Research& Innovation Management Framework**
- **Host & Producer Innovate+Upgrade**

ScanMe

LinkedIn Peter

ScanMe

JTBD Podcast Shots

Peter Rochel is a renowned expert and consultant for Jobs to Be Done (JTBD). He has been working with this method since 2006 and has since developed a unique JTBD Research & Innovation Framework. He is the owner of Oberwasser Consulting®, a specialised consulting boutique for JTBD and co-developer of The Wheel of Progress® Canvas. Rochel has helped over 700 companies in various industries apply JTBD theory to improve and reinvent their products, services, marketing and business models. In addition to his work as a consultant, he shares his knowledge openly in meetups, podcasts, workshops, trainings and at conferences. He is also on the board of a greentech company and co-founder of a management consulting firm that specialises in bitcoin technology to help organisations prepare business models early for disruption in the global monetary system.

REQUIREMENTS FOR THE TECHNOLOGY

To participate in our live online workshop on Zoom and Mural, you will need some technical requirements and make a few preparations. Here is a list that may help you:

1. **Computer or laptop:**
   - A device with sufficient power and memory is important for trouble-free participation.
   - Processor: A modern multi-core processor is recommended to enable smooth operation.
   - Memory: At least 4 GB of RAM, with 8 GB or more for better performance.

2. **Screen**
   - Size and resolution:
     - A larger screen with high resolution can be helpful (at least 1920x1080 pixels) to see everything clearly, especially if a lot of information is displayed at once in tools like Mural.
   - Second monitor:
     - A second monitor can be extremely useful to have Zoom or Google Meet and Mural in view at the same time. For example, you can display the video conference on one screen and the interactive Mural board on the other.

3. **Stable internet connection:**
   - A good and stable internet connection is required to avoid delays or disconnections, ≥ 5 Mbps is recommended. If possible, use a LAN cable instead of WLAN to connect to the internet.

4. **Webcam and microphone:**
   - These are important for interaction during the workshop. Many laptops already have built-in webcams and microphones, but external devices can often provide better quality. Ideally, you should use a wired headset for audio.
   - Bluetooth devices are convenient but more often lead to audio problems and interference.

5. **Current browser version:**
   - For Mural, it is important to use an up-to-date web browser (e.g. Google Chrome, Firefox).

6. **Operating system:**
   - Make sure your operating system (Windows, macOS, Linux) is up to date to avoid compatibility issues.

PREPARATIONS

Install Zoom or Google Meet:

If you don't already have Zoom or Google Meet installed, download and pre-test the app you will be using to make sure the camera, sound, and microphone work. For Zoom, ensure you have the latest version. For Google Meet, confirm that your browser is compatible and updated (recommended: Google Chrome).

Create a Mural account:

It is advisable to create a free Mural account. In some cases, we will provide you with temporary access.

Technique check:

Try out both Zoom/Google Meet and Mural before the workshop to make sure everything is working smoothly. If you are unsure which platform will be used, test both applications to avoid last-minute technical issues.

Display settings:

Check if you need to adjust the display settings in Zoom/Google Meet and Mural according to your needs. Sometimes there is a full-screen mode or zoom options that provide a better overview.

Touchscreen:

If you are using a device with a touchscreen, you can check if this is useful for interacting with Mural. Some people find it easier to "draw" or move objects directly on the screen.

Minimise background noise:

Find a quiet place to minimise distractions during the workshop.

Necessary documents and materials:

Make sure you have all the necessary documents, links, and other materials needed for the workshop.

Power supply:

Make sure your laptop or device is fully charged or that there is a power source nearby.

Calendar and reminders:

Set reminders so you don't miss the workshop. Also, check the timetable and agenda if available.Preparations

CONTACT OPTIONS

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Book a meeting directly here:

ScanMe
Book a Meeting with Martin

ScanMe
Book a Meeting with Peter

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Book a Meeting with Peter & Martin

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