Customer's Job to Product/Service Experience Done High Entry Re-platforming Using New Assets for **Inventing New** replacing Core Market Development Medium Entry **Using Present Under-**Re-applying to Valued Assets for Major Upgrades Obsolete or Market Development **Complement Core** Low Entry **Using Present Under-**Incremental **Using Present Abilities** Valued Assets for **Improvements** to Complement Core Market Development What Job do people hire you to When aren't your desired customers Where do you make two-thirds hiring you? be done? of your revenue? Not what you do but what they Enable customers to experience your This makes up your core want as a result of what you do. benefits at times that are currently business.



impossible.

	Product/Service	Customer's Job to Done	Experience
High Entry	Diesel Engines	Planes, Trucks, Containers, Ships	Telephones
Medium Entry	More Lines, Better Trains	eTickets	Telegraph
Low Entry	Improved Service	Tickets by Mail	Couriers
\	Where do you make two-thirds of your revenue?  This makes up your core business.	What Job do people hire you to be done?  Not what you do but what they want as a result of what you do.	When aren't your desired customers hiring you?  Enable customers to experience your benefits at times that are currently impossible.

