

LEAD WELL

KNOWLEDGE

JOB TO BE DONE

SUMMARY

Harvard professor Clay Christensen's theory of innovation involves a simple and profound question that helps you cut through the clutter and get to the heart of the matter. What is the Job to be Done? The question can help with role clarity for you on a specific project, a tool you may use, a device you choose to purchase. EX: What job has my team been hired to do on this project? What job has this handout been hired to do for the people who use it? What job has this meeting agenda item been hired to do? What job has this conversation been asked to do?

The goal is to create focus with efficient and effective strategies to complete work.

REFLECTION

Often there is fog, confusion, and communication gaps on expectations related to completing a task. This can cause frustration and ineffectiveness. This question helps with role clarity for a person, tool, or project. It can help prioritize next steps to get the core result you need to accomplish.

ACTIONABLE ITEMS

- Select a project you are working on currently. In a very succinct sentence, can you answer, "What job has this project been hired to do?"
- "What job have I been hired to do related to this project?"
- As you prepare an agenda for an upcoming meeting ask yourself, "What job has this specific item on meeting agenda been hired to do?"