

IP BEST PRACTICES

Jobs to be Done

A best practice shared by Julia Rathmann.

Generated on 22 November 2026

Jobs to be Done

Adopts the Jobs-to-Be-Done framework from product innovation to translate an aspirational target culture into tangible employee experiences through intentional design.

Key steps

Workshop Application: invite employees, but also HR and strategy representatives. Together, map out 'moments that matter' within a defined employee experience timeframe (e.g. the onboarding journey).

Collaborative Analysis: form small groups to walk through the journey and analyse key moments across the three layers of functional, emotional and social needs.

Outcome: identified employee-centric insights as starting points to design concrete initiatives that cater to all those levels of functional, emotional, and social needs.

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