

“If in doubt, zoom out”

Understanding **context** is an under-rated & under-used superpower in marketing »



By helping our teams to explore context more fully, we make them better marketers »»



For example, the self-reported behaviours/views of consumers are often **mis-leading** when considered away from the circumstances of their buying decision »»



This was recognised by the late Clayton Christensen, a professor at Harvard Business School »»





His influential ‘Jobs to be done’ (JTBD) theory emphasizes the importance of **context** in the decisions of prospective buyers »



JTBD makes us to consider what the consumer is trying to achieve (aka problem to solve) as the **starting point**.

This is their **frame of reference** to search for possible solutions»»



Rather than saying “I want to buy a pot of wood stain for the fence”, the more **realistic** job may be “I want to make my garden a nicer place to entertain” »»



In this example, understanding context unlocks more **commercial opportunities**:

- use more relevant language
- make products that better fit needs
- shopper-friendly ranging & merchandising
- cross-sell additional products »



There are countless other ways that the **superpower of context** can be deployed by marketers – but exploring customer decisions is a great place to start »



I help executives in marketing & their teams to discern & execute on a smaller number of meaningful things

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