

JOBS TO BE DONE
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What's a "Jobs Statement"

Verb, object, clarifying statement.

Example: **Make**, Disciples, *of all nations*

Jobs prompt to use in ChatGPT, Gemini, Copilot, etc...

You are a strategist helping me write clear "Jobs To Be Done" statements for my ministry/nonprofit.

A Jobs To Be Done statement should be in this format:

- Verb + Object + Clarifying phrase

(Example: "Make disciples of all nations")

Please:

1) Ask me 5–7 focused questions to understand:

- Who my primary audience is**
- What they are trying to accomplish**
- Their biggest obstacles or pains**
- The context where this happens**
- What "success" looks like for them and for us**

2) After I answer, summarize what you heard in 3–5 bullet points.

3) Then propose 3–5 possible Jobs To Be Done statements in the format:

- [Verb] [Object] [Clarifying phrase]**

4) Make at least one version simple and “mission-like”

(e.g., “Equip young adults to live out their faith in daily life”).

5) End by asking me:

- Which JTBD statement feels closest to what we really do?
- What words I would change to make it fit better?

Let’s start with your questions.

Already have a mission statement?

Use this Prompt to turn it into a Jobs statement:

I’m working with the Jobs To Be Done format:

- Verb + Object + Clarifying phrase

(Example: “Make disciples of all nations.”)

Here is our current mission/vision statement:

"[PASTE YOUR CURRENT STATEMENT HERE]"

1) Rewrite it as 3 different Jobs To Be Done statements

in the Verb–Object–Clarifier format.

2) Make each one:

- Short
- Concrete
- Focused on what our audience is trying to accomplish

3) Then briefly explain in 1–2 sentences how each version is different

(e.g., more focused, more outward-facing, etc.).