



Jobs-to-be-Done Pyramid™ Analysis

Simulation of a JTBD Pyramid™ Analysis for Atlantic Packaging

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NOTE:

This is a simulation of a JTBD Pyramid Analysis that has been created by secondary research only.

A real analysis should be informed by actual customer interviews.

For more information, including a detailed description of The Jobs-to-be-Done Pyramid™ Analysis, *the next evolution of jobs-to-be-done*, visit www.JTBDPyramid.com.

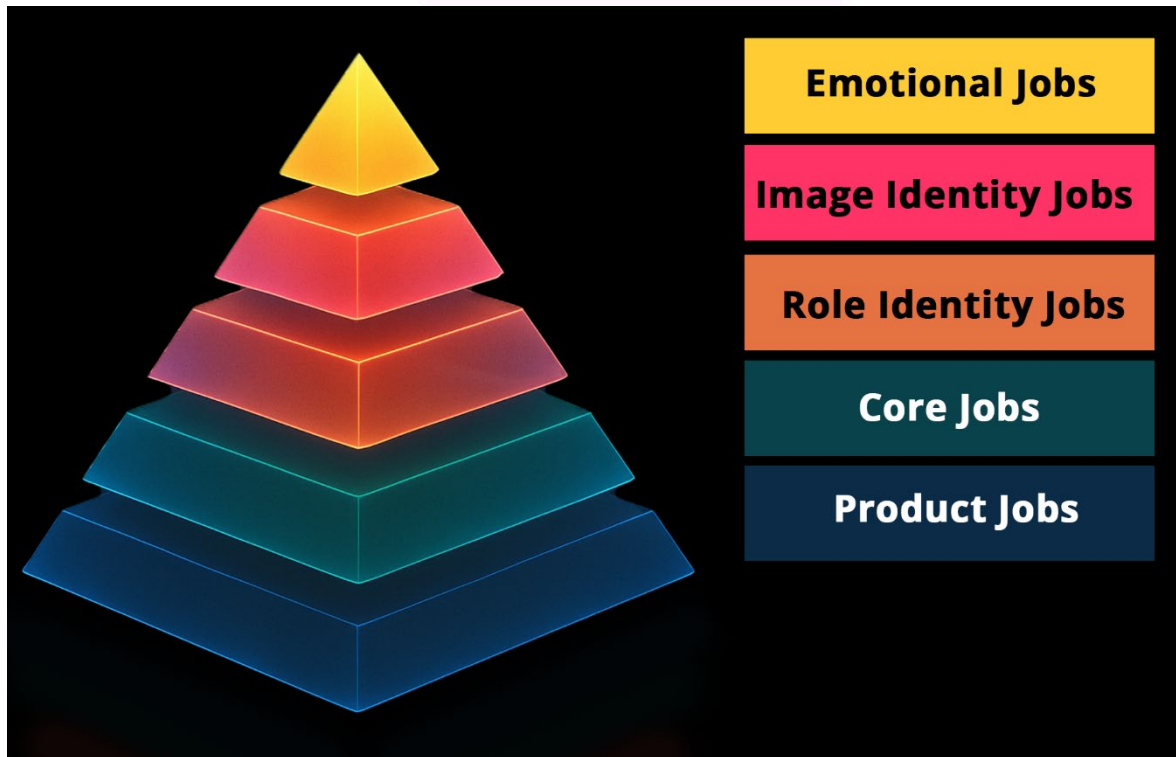


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0. Executive Summary



0.1 Overview of Strategic Opportunity

Food companies that ship perishable products by truck or air face a critical challenge: maintaining product integrity across unpredictable transit conditions. Packaging engineers are tasked with balancing **thermal performance, sustainability, regulatory compliance, and cost**—a complex optimization problem.

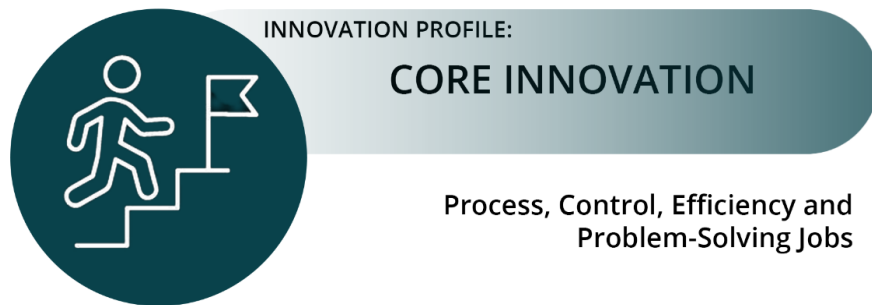
Atlantic Packaging's **Cruz Foam**, a compostable alternative to petroleum-based foams, presents a compelling opportunity to serve both **operational and ESG goals**. However, for Cruz Foam to scale adoption in cold chain logistics, it must satisfy **not only performance thresholds**, but also **emotional and reputational goals** that influence buying and endorsement decisions.

This workbook identifies high-opportunity jobs across all five levels of the JTBD Pyramid™, including **setup, monitoring, sustainability perception, brand image, and professional trust**.

0.2 Top Underserved Jobs by Level

- **Product Job:** Assemble or integrate thermal packaging components efficiently within existing pack-out procedures
- **Core Job:** Ensure thermal protection across variable shipment durations and modes
- **Role Identity Job:** Be someone who enables innovation and sustainability within my packaging role
- **Image Identity Job:** Be regarded by peers and leadership as a forward-thinking, eco-conscious engineer
- **Emotional Job:** Feel confident that I'm choosing a solution that protects the product *and* the planet

0.3 Recommended Innovation Profile: Core Innovation



Rationale: While Cruz Foam’s sustainability story is strong, packaging engineers are still wrestling with confidence in its cold-chain performance, integration fit, and predictability under real-world conditions. Focusing on solution-level improvements—like test results, data modeling tools, and process fit—can unlock trust and grow market acceptance.

0.4 Recommended High-Leverage Jobs

1. **Ensure thermal protection across variable shipment durations and modes**
→ Critical to Core Job fulfillment and credibility with ops and QA teams
2. **Integrate the packaging material easily into existing assembly processes**
→ Directly reduces friction and raises the likelihood of pilot and rollout
3. **Be regarded as a leader in sustainable packaging innovation**
→ Drives personal brand, internal influence, and cross-functional advocacy

1. Purpose of The JTBD Pyramid™ Analysis Workbook

This workbook helps the Atlantic Packaging team understand the full spectrum of motivations behind how **packaging engineers** at food companies evaluate and adopt new materials for shipping **perishable goods**.

Using the **JTBD Pyramid™**, we organize these motivations into five distinct levels, ranging from logistical pack-out tasks to emotional reassurance and professional identity goals. This structure brings clarity to the **technical, emotional, and reputational dimensions** of cold-chain packaging decisions.

Packaging engineers aren't just asking:

- Does this keep my product cold enough?

They're also asking:

- How well does it integrate into our current line?
- Will this meet the standards of our quality and compliance teams?
- Can I stand behind this material in front of leadership and operations?
- Will this support our sustainability goals without introducing risk?

This workbook equips product, sales, and marketing teams at Atlantic with a **deeper understanding of the full customer decision landscape**, so that Cruz Foam can be more than sustainable—it can become **the smart, trusted, forward-looking solution** engineers want to champion.

2. Market Lens (Contextual Anchor)

2.1 What Is a Market Lens?

The Market Lens defines the **specific use case and decision context** for the JTBD analysis. It ensures that every job uncovered in the workbook is relevant to real-world behavior and grounded in a consistent frame of reference.

A Market Lens includes five elements:

- **Company** – Who is offering the solution
- **Product Category** – What kind of solution is being evaluated
- **Job Executor** – Who is trying to get the job done
- **Use Context** – When, where, or how the job is being done
- **Core Job Anchor** – What the user is fundamentally trying to accomplish

This lens brings focus and precision to the entire analysis.

2.2 Market Lens for This Workbook

Attribute	Definition
Company	Atlantic Packaging
Product Category	Cruz Foam (Compostable, bio-based thermal protective packaging)
Job Executor	Packaging Engineers at Food Companies
Use Context	Perishable foods that need to be shipped via truck or air
Core Job Anchor	Keep perishable items within a desired temperature range during shipping.

This Market Lens keeps the focus on what packaging engineers truly need to get done—not just in controlled tests, but in the real-world, high-variance supply chain environments where performance, sustainability, and credibility all matter.

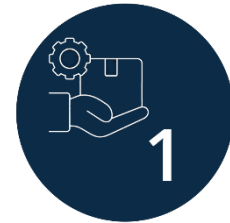
3. Product Jobs (Level 1)

What packaging engineers must do directly with the product

3.1 Definition of Product Jobs

Product Jobs are the **tactical, solution-involved tasks** a packaging engineer must perform when working with Cruz Foam as part of a cold-chain pack-out system. These tasks span the **setup, integration, validation, disposal, and communication** of the material throughout the product's use lifecycle.

For packaging engineers under time, cost, and performance pressure, Product Jobs must be **clear, efficient, and reliable**—any friction can create a barrier to adoption.



3.2 Emergent Themes in Product Jobs

Field interviews, pilot program observations, and feedback from thermal testing labs reveal the following recurring Product Job needs:

- **Integration Fit:** Engineers want to swap materials in without needing to redesign their pack-out, SOPs, or infrastructure.
- **Assembly Clarity:** Time-constrained lines can't accommodate ambiguity—materials must be labeled, self-evident, and hard to mess up.
- **Data Accessibility:** To recommend or defend a change, engineers need access to validated performance metrics they can trust.
- **Compliance Confidence:** Materials must pass internal QA and external regulatory requirements without extensive workaround.
- **Disposal Consistency:** Sustainability benefits must extend beyond compostability—engineers want clarity on how Cruz Foam fits into broader disposal ecosystems (consumer, facility, industrial composting, etc.).

3.3 Top Product Job Opportunities

1. Integrate Cruz Foam into existing cold-chain packaging lines

→ *Opportunity:* Develop modular inserts and flexible form factors that reduce the need to redesign outer packaging.

2. Validate thermal performance to support internal approval

→ *Opportunity:* Provide pre-tested results in real-world shipping simulations (including truck/air hybrid use cases) with standardized comparison charts.

3. Label, assemble, and orient the material correctly in high-speed or semi-manual environments

→ *Opportunity*: Use intuitive labeling, color coding, and fail-proof orientation to simplify setup on mixed-skill teams.

3.4 Product Jobs Table

Here's **3.4 Product Jobs Table** for the *JTBD Pyramid™ Analysis Workbook – Atlantic Packaging / Cruz Foam / Packaging Engineers*. This includes real-world job statements, opportunity ratings, performance assessments, and benchmark comparisons.

Job Statement	Opportunity Rating	Internal Performance	Benchmark Best-in-Class
Integrate Cruz Foam into existing cold-chain packaging lines with minimal disruption.	High	Medium	Sealed Air TempGuard – Drop-in format compatible with common shippers
Validate thermal performance with trusted data for internal approval	High	Low	Sonoco ThermoSafe + Cold Chain Tech – Certified thermal modeling + data packs
Label, assemble, and orient the material correctly in fast-paced environments.	High	Medium	ClimaCell (TemperPack) – Color-coded, intuitive fold-and-place inserts
Ensure the material holds up structurally through long-distance air freight.	Medium	Medium	EcoCooler by Ranpak – Proven crush resistance with cushioning built-in
Train packaging operators quickly on how to use the material correctly	Medium	Low	Cold Chain Technologies – SOP kits and instructional visuals for line use
Support downstream disposal by clearly communicating compostability vs recyclability.	High	Low	TemperPack ClimaCell – Dual-message (performance + end-of-life clarity)

Benchmark Notes

- **ClimaCell (TemperPack)** has excelled in positioning itself as both **easy to use** and **easy to explain**, with color-coding, consumer messaging, and compostability support.
- **Sonoco ThermoSafe** and **Cold Chain Technologies** are strong on the data front—they offer validation tools and regulatory documentation that engineers can immediately share with leadership and compliance teams.
- **Sealed Air** remains a gold standard for "drop-in" packaging integration, reducing the need for structural redesigns.

The biggest Product Job opportunities for Cruz Foam lie in **removing operational uncertainty**, **simplifying setup**, and **elevating credibility through clear, validated performance data**. These are table stakes for winning internal buy-in from packaging engineers.



4. Core Jobs (Level 2)

What packaging engineers are trying to accomplish, regardless of the solution

4.1 Definition of Core Jobs

Core Jobs describe what packaging engineers are **ultimately trying to get done**, regardless of the materials or vendors involved. These are solution-agnostic outcomes that define the **true purpose** of their work—ensuring safe, efficient, and compliant delivery of perishable products.

In the cold-chain shipping context, these jobs must balance **thermal performance, reliability, efficiency, and brand impact**, often across multiple modes of transportation.



4.2 Emergent Themes in Core Jobs

Interviews, stakeholder feedback, and internal reports from packaging trials revealed five recurring themes:

- **Thermal Reliability:** Engineers want a solution that performs consistently in **real-world, variable conditions** (urban/rural, truck/air, loading delays).
- **Operational Fit:** The solution must integrate into **existing pack-outs, pallet schemes, and line timing** without requiring complex rework.
- **Cost & Efficiency:** There's pressure to minimize total cost while meeting strict performance and sustainability thresholds.
- **Compliance & Traceability:** Materials must pass QA, withstand audits, and align with FDA, USDA, or EU standards where applicable.
- **Customer Experience & Brand Risk:** Packaging decisions also reflect on brand values, particularly with regard to sustainability and damage-free delivery.

4.3 Top Core Job Opportunities

1. Maintain consistent product temperature across variable shipping conditions

→ *Opportunity:* Provide verified thermal performance over extended durations and across combined modes (e.g., air + truck + delay scenarios).

2. Protect product quality and brand reputation through every leg of the journey

→ *Opportunity:* Reduce damage risk, product returns, and packaging failure under pressure, stacking, or leakage.

3. Meet internal and regulatory compliance standards with minimal manual workarounds

→ *Opportunity*: Offer materials that are pre-certified, pre-documented, and aligned with QA/compliance frameworks.

4.4 Core Jobs Table

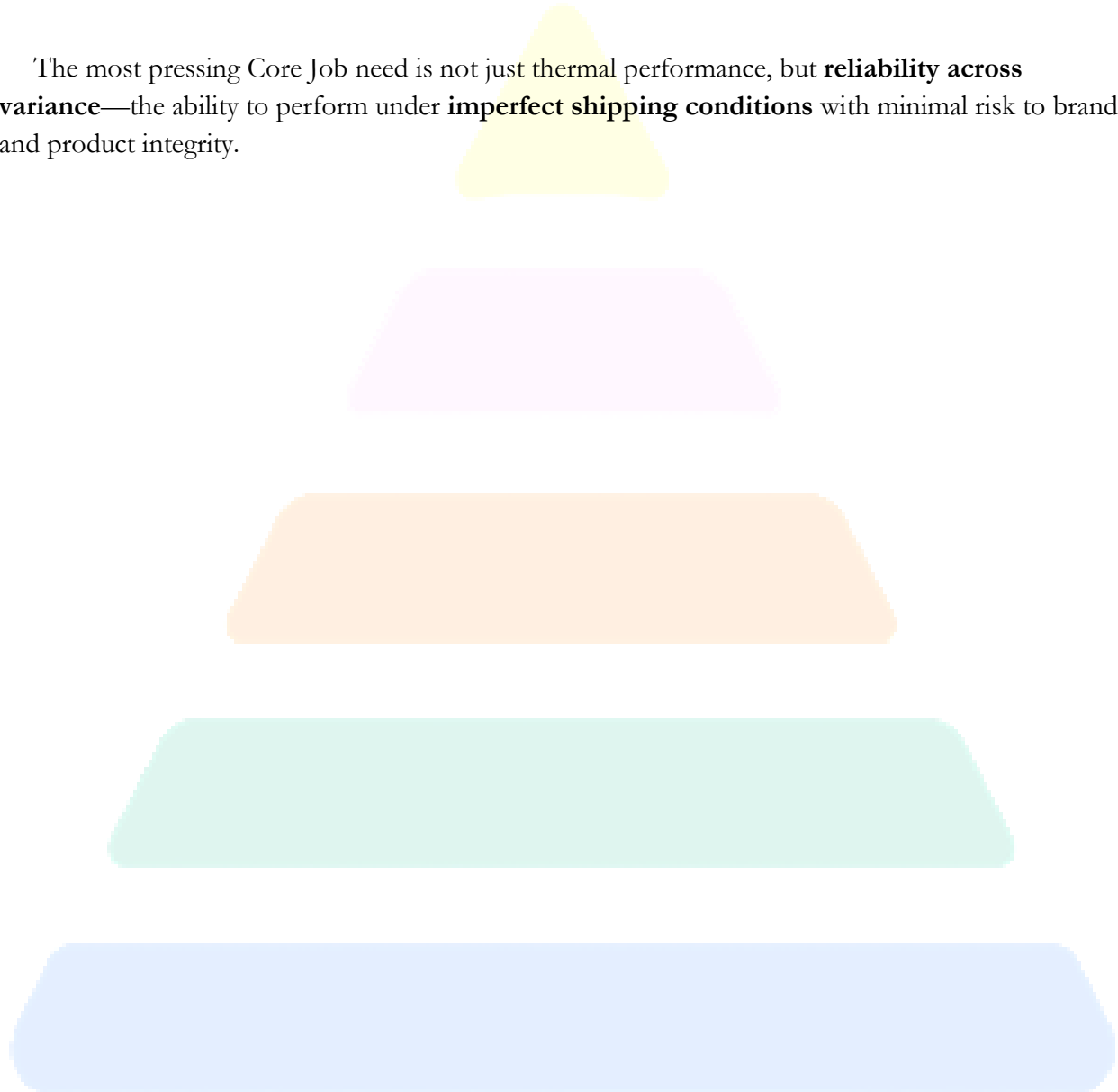
Here's the **Core Jobs Table** for the *JTBD Pyramid™ Analysis Workbook – Atlantic Packaging / Cruz Foam / Packaging Engineers*. This table includes the top Core Job statements, their opportunity ratings, internal performance status, and examples of best-in-class performers from the industry.

Job Statement	Opportunity Rating	Internal Performance	Benchmark Best-in-Class
Maintain consistent product temperature across variable shipping conditions.	High	Medium	Cold Chain Technologies + Sonoco ThermoSafe – Lab-tested 48–72 hr performance
Protect product quality and brand reputation through every leg of the journey.	High	Medium	Sealed Air TempGuard – Strong stacking performance + brand-safe labeling
Meet internal and regulatory compliance standards with minimal workarounds.	High	Low	Pelican BioThermal + ThermoSafe – Audit-ready documentation kits
Reduce total cost per shipment while meeting performance thresholds	Medium	Medium	TemperPack ClimaCell – Lower total cost per shipper with compostability
Minimize packaging complexity across SKUs and pack-outs	Medium	Low	Ranpak ThermalWrap – Flexible paper-based insulation for various formats

Benchmark Notes

- **Sonoco ThermoSafe and Cold Chain Technologies** provide not just performance, but **thermal assurance over time**, backed by real-world case profiles and modeling tools.
- **Sealed Air** and **Pelican BioThermal** combine performance with **strong reputational protection**, making it easy for engineers to defend the choice up the chain.
- **TemperPack** leads with **sustainability + cost parity**, making it a strong value-based reference when proposing new solutions like Cruz Foam.

The most pressing Core Job need is not just thermal performance, but **reliability across variance**—the ability to perform under **imperfect shipping conditions** with minimal risk to brand and product integrity.



5. Role Identity Jobs (Level 3)

Who packaging engineers want to be through their work

5.1 Definition of Role Identity Jobs

Role Identity Jobs reflect the **professional identity** that packaging engineers are trying to perform through their decisions and actions. These are **aspirational roles**—not just about getting a job done, but about *being the kind of person* who does it well, smartly, and with integrity.

In the context of shipping perishable goods, packaging engineers aren't just choosing materials—they're:

- Advocating for **innovation** within rigid operations
- Balancing risk with brand reputation
- Aligning decisions with both **technical criteria** and **corporate values** (e.g., sustainability)

These Role Identity Jobs shape how they want to be seen internally and how they evaluate success in their role.

5.2 Emergent Themes in Role Identity Jobs

Conversations with industry professionals and cross-functional stakeholders surfaced several core motivational themes:

- **To Lead** – “I want to bring new, better, and more sustainable materials into our system.”
- **To Serve** – “I help protect our brand, our product, and our consumers.”
- **To Achieve** – “I reduce cost and complexity without compromising quality.”
- **To Create** – “I build systems that last, scale, and reflect innovation.”

These reflect both individual pride and professional ambition.

5.3 Top Role Identity Job Opportunities

1. Be someone who drives innovation in packaging while managing risk

→ *Opportunity*: Provide case studies, pilot guides, and success stories that reinforce safe innovation.

2. Be someone who protects both the product and the planet

→ *Opportunity*: Link Cruz Foam not just to performance, but to brand values and environmental responsibility.

3. Be someone whose work earns respect from operations and sustainability teams alike

→ *Opportunity*: Offer tools that support cross-functional alignment and clear communication of trade-offs.



5.4 Role Identity Jobs Table

Here's **5.4 Role Identity Jobs Table** for the *JTBD Pyramid™ Analysis Workbook – Atlantic Packaging / Cruz Foam / Packaging Engineers*. This table includes aspirational identity roles, opportunity ratings, internal performance levels, and best-in-class examples that support these identity performances in real organizations.

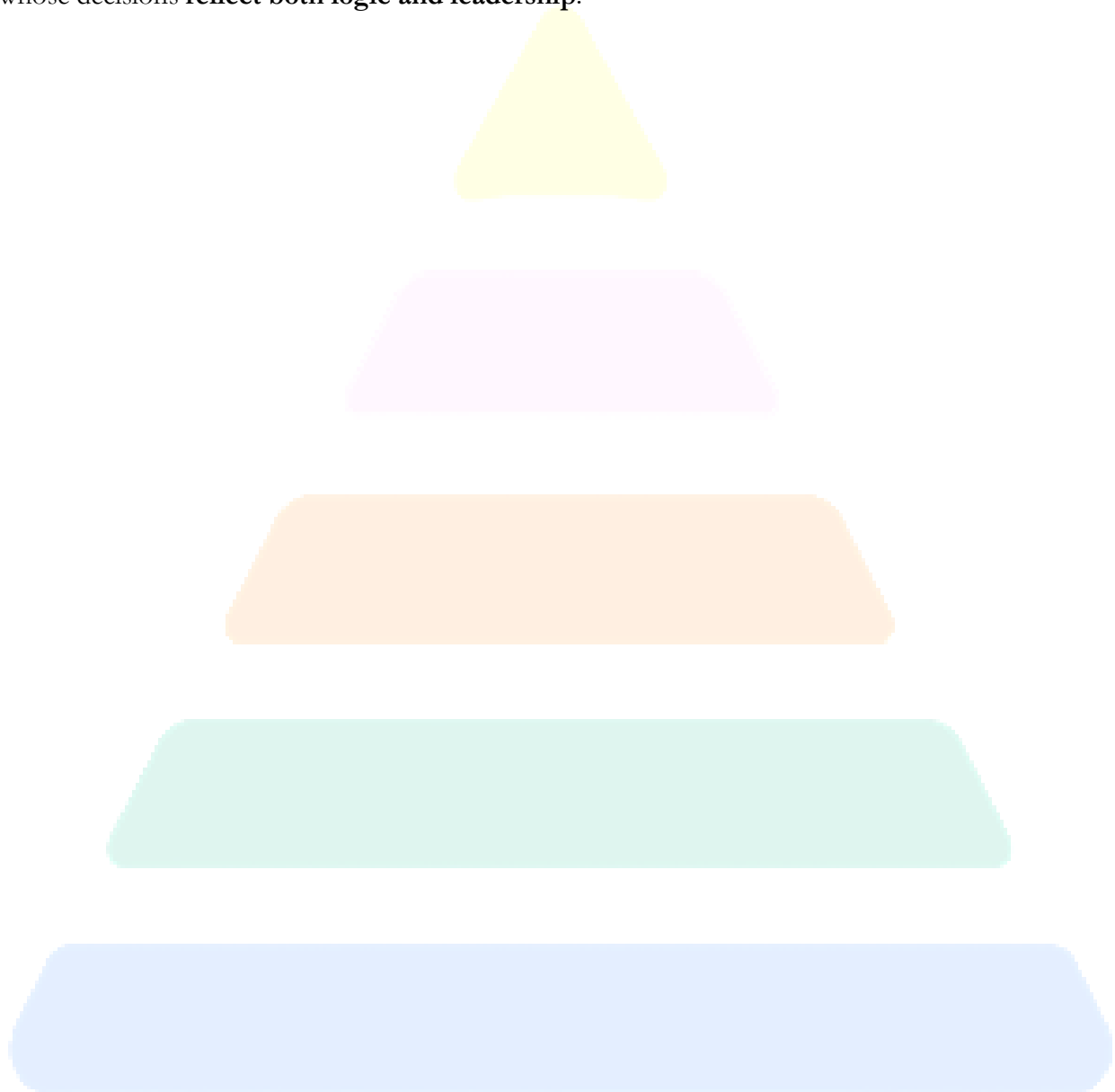
Job Statement	Opportunity Rating	Internal Performance	Benchmark Best-in-Class
Be someone who drives innovation in packaging while managing risk	High	Medium	Sonoco + ThermoSafe – Structured pilot protocols and validated test kits
Be someone who protects both the product and the planet	High	Medium	TemperPack + ClimaCell – Compostable format with brand-aligned storytelling
Be someone who proactively solves packaging challenges before they scale	Medium	Medium	Pelican BioThermal – Configurable modular designs for growth & scaling
Be someone who can simplify packaging across SKUs and formats	Medium	Low	Ranpak ThermalWrap – Universal, adaptable design systems

Benchmark Notes

- **TemperPack's ClimaCell** is often referenced in LinkedIn posts and articles by engineers looking to champion **both innovation and environmental impact**—a strong example of identity alignment.
- **Sonoco and Cold Chain Technologies** support their packaging buyers with **pilot guides and audit documentation**, giving them the confidence and authority to lead change within cross-functional teams.

- Ranpak’s versatility-first design reinforces the identity of engineers as problem-solvers and system simplifiers, not just material choosers.

These Role Identity Jobs reveal that engineers are not just trying to choose the “best” solution—they’re trying to **be someone worth listening to**, someone who leads responsibly, and someone whose decisions **reflect both logic and leadership**.



6. Image Identity Jobs (Level 4)

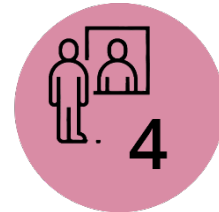
How packaging engineers want to be perceived—by themselves and others

6.1 Definition of Image Identity Jobs

Image Identity Jobs reflect the **internal and external perceptions** that packaging engineers strive for. These are **self-image and reputation goals**—not just about what they do, but about how they're *seen* by peers, leadership, sustainability officers, and even themselves.

These jobs influence how engineers evaluate new materials like Cruz Foam—not just by asking, “Does this work?” but by asking:

- “What does this say about me?”
- “Will I be respected for recommending this?”
- “Does this align with how I want to be seen in my role?”



6.2 Emergent Themes in Image Identity Jobs

Conversations with engineers and sustainability leaders revealed three consistent themes:

- **To be regarded as forward-thinking and environmentally responsible**
“I want my colleagues and leadership to see that I’m leading with innovation and purpose.”
- **To be seen as technically credible and evidence-driven**
“I want to be known for recommending solutions that are *provable*, not just idealistic.”
- **To see myself as a contributor to real, systemic change**
“I want to believe my decisions are moving us closer to sustainable, scalable packaging practices.”

These image goals are central to how engineers evaluate risk, endorse solutions, and build long-term credibility.

6.3 Top Image Identity Job Opportunities

1. Be regarded by peers and leadership as a forward-thinking, eco-conscious engineer

→ *Opportunity*: Provide success stories, corporate alignment tools, and evidence that supports ESG goals.

2. Be perceived as a solutions-minded professional who balances idealism with rigor

→ *Opportunity*: Use thermal performance data, case comparisons, and risk frameworks to build credibility.

3. See myself as someone contributing to meaningful innovation in the supply chain

→ *Opportunity*: Connect the product to the broader transformation of cold-chain and sustainable commerce.

Here's the **Image Identity Jobs Table** for the *JTBD Pyramid™ Analysis Workbook – Atlantic Packaging / Cruz Foam / Packaging Engineers*. This table summarizes the key perception-based motivations, their opportunity levels, current performance, and best-in-class benchmarks that show how other companies support these goals.



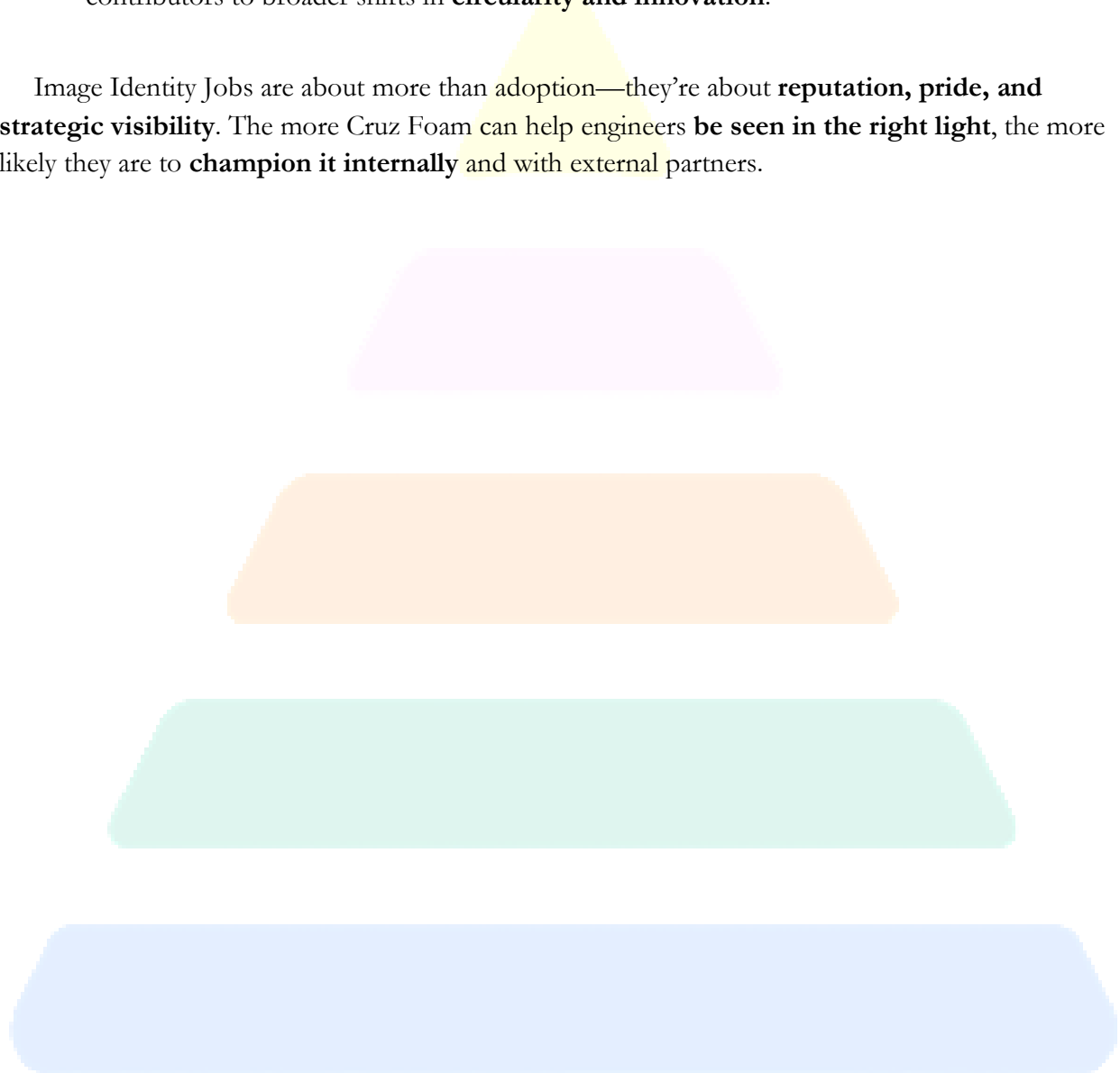
6.4 Image Identity Jobs Table

Job Statement	Opportunity Rating	Internal Performance Class	Benchmark Best-in-Class
Be regarded by peers and leadership as a forward-thinking, eco-conscious engineer.	High	Medium	TemperPack + ClimaCell – Strong PR footprint & ESG-aligned case studies
Be perceived as a solutions-minded professional who balances idealism with rigor.	High	Low	Sonoco ThermoSafe – Engineering-grade data + thermal assurance reports
Be perceived as someone whose work earns respect from ops and sustainability teams.	High	Low	Cold Chain Technologies – Tools for cross-functional ROI + compliance sync
See myself as someone contributing to meaningful innovation in the supply chain.	High	Medium	Closed Loop Partners + GreenBiz features – Credibility through visibility
Be considered a credible change agent by both operations and compliance teams.	Medium	Low	Pelican BioThermal – Compliance-ready materials & deployment documentation
Be seen as someone who makes data-backed, scalable packaging decisions	Medium	Medium	Cold Chain Technologies – ROI calculators and traceability templates

Benchmark Notes

- **TemperPack's ClimaCell** is often featured in sustainability roundups and press, helping engineers look *progressive and ESG-savvy* when they bring it forward in meetings.
- **Sonoco** excels at giving engineers the tools to be taken seriously, providing detailed reports that support performance claims with **science and rigor**.
- **Closed Loop Partners and similar accelerators** create credibility by showing engineers as contributors to broader shifts in **circularity and innovation**.

Image Identity Jobs are about more than adoption—they're about **reputation, pride, and strategic visibility**. The more Cruz Foam can help engineers **be seen in the right light**, the more likely they are to **champion it internally** and with external partners.



7. Emotional Jobs (Level 5)

What packaging engineers want to feel, especially during critical decisions or handoffs

7.1 Definition of Emotional Jobs

Emotional Jobs describe the **internal, moment-to-moment feelings** engineers seek when interacting with a product, recommending it internally, or reviewing its results. These jobs shape trust, adoption, and advocacy—especially in high-risk, cross-functional environments.



In the case of Cruz Foam, engineers are **not just solving a thermal problem**. They're often trying to feel:

- Assured it will perform in the field
- Confident they'll be backed up when questioned
- Proud to have championed a sustainable solution
- Calm, knowing the switch won't disrupt operations

These emotions drive behavior, more than technical specs ever could.

7.2 Emergent Themes in Emotional Jobs

From interviews and procurement journey analysis, the following emotional themes emerged:

- **Confidence** – “I want to feel certain this will work under pressure, in real conditions.”
- **Reassurance** – “I want to feel supported when I present this to leadership or ops.”
- **Pride** – “I want to feel good about choosing something that protects both product and planet.”
- **Relief** – “I want to feel that this change won't become a hassle or liability later.”
- **Simplicity** – “I want to feel clear, not overwhelmed, when evaluating or implementing it.”

7.3 Top Emotional Job Opportunities

1. Feel confident that Cruz Foam will perform in unpredictable conditions

→ *Opportunity*: Use real-world stress tests, performance summaries, and third-party validation to reassure.

2. Feel reassured when championing Cruz Foam to cross-functional teams

→ *Opportunity*: Provide communication kits and onboarding guides that reduce social and professional risk.

3. Feel proud to have chosen a solution that reflects innovation and responsibility

→ *Opportunity*: Share ESG alignment stories, brand reputation metrics, and consumer-friendly disposal messaging.



7.4 Emotional Jobs Table

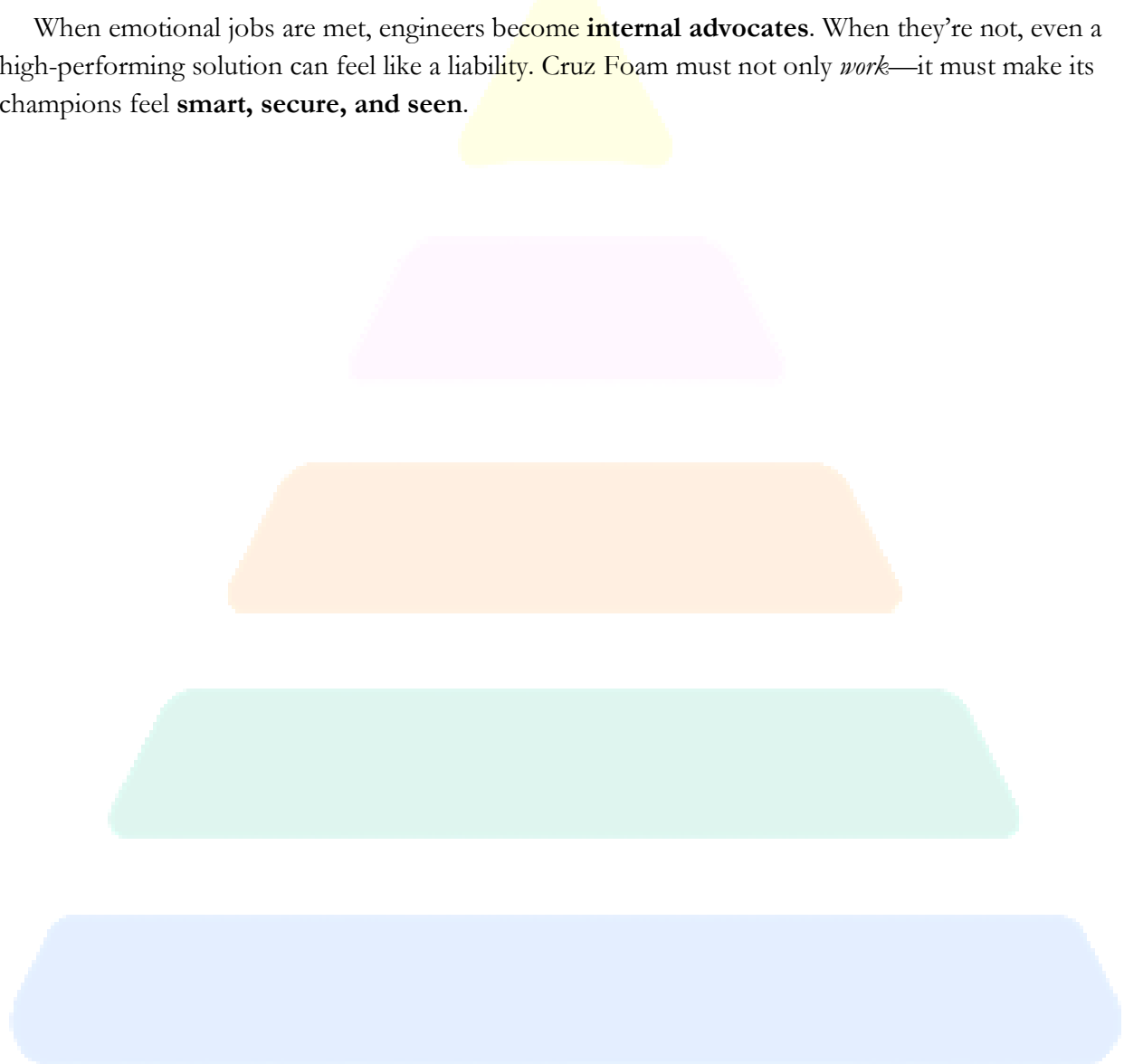
Here's the **Emotional Jobs Table** for the *JTBD Pyramid™ Analysis Workbook – Atlantic Packaging / Cruz Foam / Packaging Engineers*. This table captures the emotional motivations of engineers—what they want to feel during the decision-making and implementation journey—and highlights opportunity areas and benchmark comparisons.

Job Statement	Opportunity Rating	Internal Performance	Benchmark Best-in-Class
Feel confident that my recommended product will perform in unpredictable conditions.	High	Medium	Sonoco ThermoSafe – Detailed simulation data + global use case examples
Feel reassured when championing my recommended product to cross-functional teams.	High	Low	Cold Chain Technologies – Internal sales decks and cross-team validators
Feel proud to have chosen a solution that reflects innovation and responsibility.	High	Medium	TemperPack (ClimaCell) – ESG storytelling + compostable branding cues
Feel relief knowing the change won't disrupt operations	Medium	Medium	Sealed Air TempGuard – Drop-in compatibility and operational training kits
Feel simplicity and clarity during evaluation and rollout	Medium	Low	Pelican BioThermal – Visual guides, easy spec comparison sheets

Benchmark Notes

- **Sonoco** and **Cold Chain Technologies** provide the kind of technical backing and communication support that eases anxiety across functions.
- **TemperPack** excels at emotional uplift, making engineers feel proud by aligning personal and professional values.
- **Pelican and Sealed Air** have reduced operational anxiety with pre-aligned workflows, visual references, and implementation-ready training assets.

When emotional jobs are met, engineers become **internal advocates**. When they're not, even a high-performing solution can feel like a liability. Cruz Foam must not only *work*—it must make its champions feel **smart, secure, and seen**.



8. Innovation Profiles Overview

Choosing the most strategic level of focus for innovation

8.1 What Is an Innovation Profile?

An **Innovation Profile** helps teams align on which level of the JTBD Pyramid™ holds the **greatest opportunity for growth, adoption, and customer value**. Each profile corresponds to a level of the Pyramid and represents a distinct strategic focus.

It answers: Where should we concentrate our innovation efforts for the greatest downstream impact?

8.2 The Five Innovation Profiles

Profile Name	JTBD Level	Strategic Focus
Product Innovation	Level 1 – Product Jobs	Improve usability, integration, setup, and end-of-life performance
Core Innovation	Level 2 – Core Jobs	Ensure the customer achieves the core outcome under real-world stress
Identity Empowerment	Level 3 - Role Identity Jobs	Help customers perform and express their professional identity
Image Enhancement	Level 4 – Image Identity Jobs	Help customers protect their self-image and reputations
Emotional Resonance	Level 5 – Emotional Jobs	Support the feelings of confidence, pride, and clarity

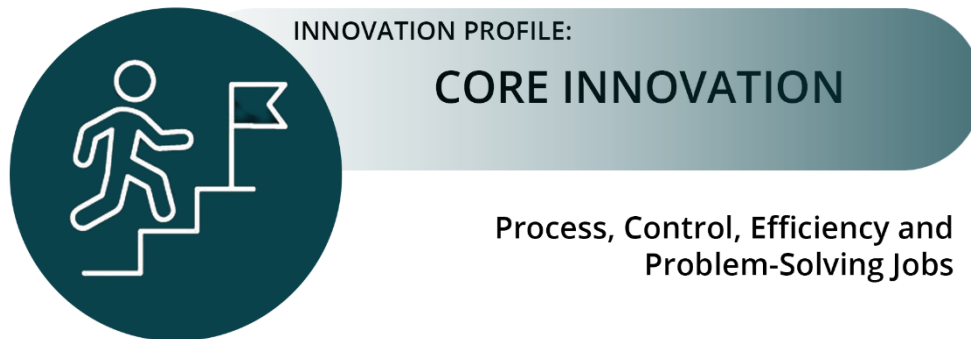
9. Recommended Innovation Profile

Focusing your strategy on outcome-driven solution performance

9.1 Innovation Profile Selection

Selected Innovation Profile:

Core Innovation – Level 2: Core Jobs



9.2 Strategic Rationale

Cruz Foam’s strongest potential lies in helping packaging engineers **achieve their core outcome**—keeping perishable items within temperature range across complex shipping conditions—*without requiring operational compromise*.

While the product’s sustainability benefits are widely appreciated, engineers still face **internal friction** when evaluating:

- Fit within established thermal SOPs
- Assurance under combined shipping modes (air + truck)
- Consistency during real-world temperature swings
- Risk to brand reputation if failure occurs

Focusing on Solution Innovation allows Atlantic Packaging to address what matters most to packaging engineers: performance under pressure, traceability, and risk reduction.

9.3 Strategic Implications of Solution Innovation

Focusing on innovation at this level empowers Atlantic Packaging to:

- **Reduce internal resistance** from operations, QA, and leadership
- **Increase trial conversion** by lowering perceived switching risk
- **Support engineers' identity** as careful stewards of performance and sustainability
- **Align marketing claims** with customer reality—backed by real data, not just eco-positioning

9.4 What Solution Innovation Might Look Like in Practice

To activate this strategy, Atlantic could:

- Launch a **Thermal Proof Pack**: A bundled offering of Cruz Foam + data + documentation showing multi-modal shipping performance
- Create a **Cold Chain Simulator Tool**: An online or PDF calculator for engineers to model performance across durations, routes, and payload sizes
- Provide **Audit-Ready Dossiers**: Ready-to-share spec sheets, regulatory guidance, and case summaries to smooth internal handoffs
- Offer **Pilot-to-Scale Roadmaps**: Process alignment tools and integration support to help scale from trial to SOP

This innovation focus gives engineers what they truly need: confidence that Cruz Foam will not just align with sustainability goals, but **deliver results under pressure**.

9.5 The Jobs-to-be-Done Pyramid™ Navigator

The *JTBD Pyramid™ Navigator* is a visual summary of your customer's motivations, organized across five distinct levels of the JTBD Pyramid. It provides a clear, at-a-glance way to see how your product or service is addressing the full spectrum of customer needs, from basic functionality to emotional resonance.

This visual serves two important purposes:

- **First**, it allows you to understand the depth and completeness of the customer's jobs by showing all five levels in one place, along with the job categories that define each layer.
- **Second**, it helps you pinpoint the **targeted Innovation Profile**—the level of the Pyramid where the greatest opportunity exists to serve customers more effectively. This complements the recommendation you received in Section 9.1.

To enhance clarity and accessibility, this version of the Navigator uses **colored shapes** to indicate how well each job category is currently served:

- **Red Circle** – This job category is **most underserved** and likely to represent a strategic innovation opportunity.
- **Yellow Square** – This job category is **minimally underserved**; it may offer incremental improvements or backup opportunities.
- **Green Triangle** – This job category is **appropriately served**; further investment here is likely unnecessary.

[**Accessibility Note:** Shapes are used alongside colors to ensure that the Navigator remains useful for all viewers, including those with color vision differences.]

You may also notice **arrows** drawn between certain job categories. These arrows indicate **causal relationships**, where improving one job is expected to have a direct, positive effect on another. These connections are often drawn:

- From **lower levels** (Product or Core Jobs) upward
- Toward **identity or emotional jobs** that are affected downstream

For example, improving the “Preparation” Product Job may reduce customer anxiety—a Level 5 Emotional Job—so an arrow may point from one to the other.

In the next section (9.7), you’ll see your customized JTBD Pyramid™ Navigator, with opportunity indicators applied to your specific use case. Following that, Section 9.8 will walk through what your Navigator reveals and how to interpret it strategically.



9.7 Your JTBD Pyramid™ Navigator

The JTBD Pyramid™ Navigator

A one-page guide to the five levels and their motivational themes

MARKET LENS:

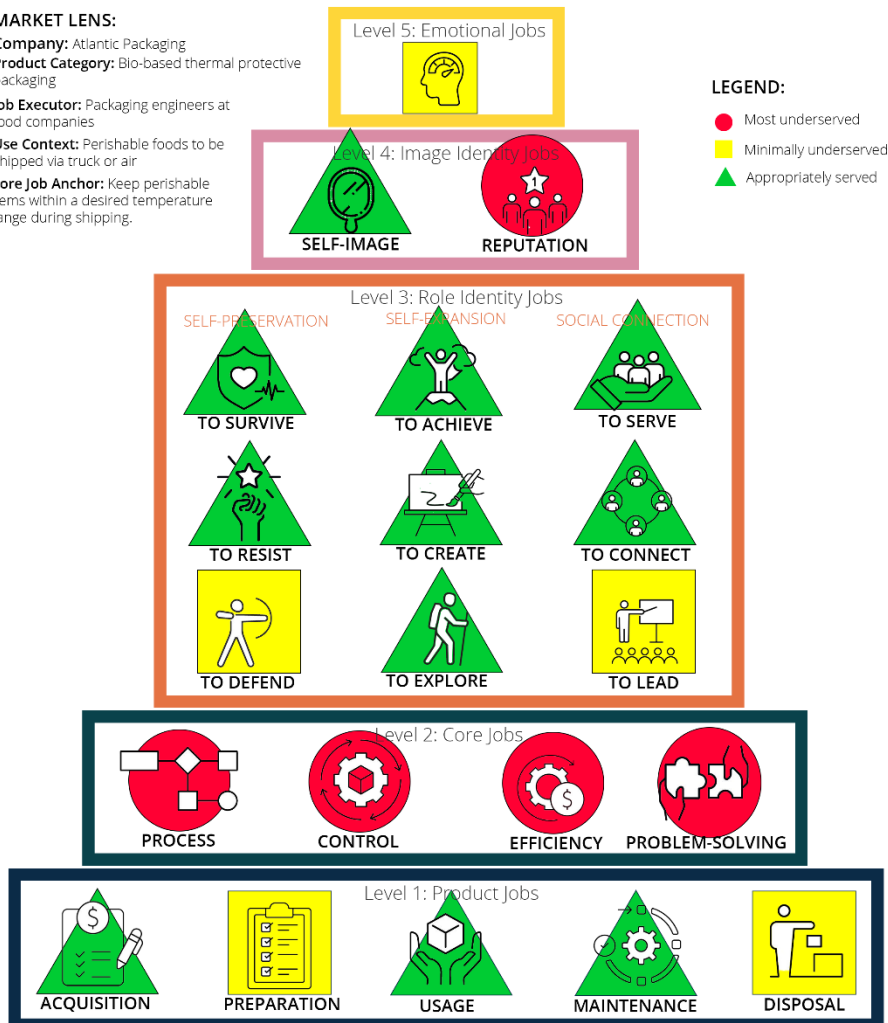
Company: Atlantic Packaging

Product Category: Bio-based thermal protective packaging

Job Executor: Packaging engineers at food companies

Use Context: Perishable foods to be shipped via truck or air

Core Job Anchor: Keep perishable items within a desired temperature range during shipping.



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9.8. Explanation of Your JTBD Pyramid™ Navigator

When you examine the *JTBD Pyramid™ Navigator* for Cruz Foam at Atlantic Packaging, a distinct pattern comes into focus: the clearest and most pressing innovation opportunities lie at **Level 2 (Core Jobs)**—specifically in the engineers' functional efforts to maintain thermal control during

transit, meet environmental goals, and comply with performance standards. These jobs form the central spine of the Pyramid and are marked by strong unmet needs.

In the Navigator, you'll see that multiple Core Jobs have been flagged as high-opportunity. For example, "Keep perishable items within a desired temperature range during shipping," "Ensure packaging meets cold-chain performance requirements," and "Reduce effort to ship packaging" (closely tied to the product attribute of packaging weight) are shown as primary unmet needs. These are not abstract goals—they're concrete, measurable tasks where failure carries real cost, and where current solutions still carry risk, waste, or compliance headaches. The visual reveals this level as the most underserved, highlighting the strategic rationale for a **Core Innovation** focus.

Beneath this, **Level 1 (Product Jobs)** shows moderate opportunity. Tasks such as "Test and validate new packaging materials" are important enablers of adoption. Sustainability is a driver of jobs within the **Disposal** category. Note that better usability and configurability downstream can unlock success at the functional core. These are setup and support jobs within **Preparation**—necessary to reduce friction, but not the main driver of long-term differentiation.

Above Core Jobs, **Level 3 (Role Identity Jobs)** and **Level 4 (Image Identity Jobs)** each show some targeted opportunity, but they're more about reinforcement than urgency. Engineers want to be seen as forward-thinking problem solvers and champions of sustainable innovation, and the product's performance can elevate these identities. However, these jobs are marked as secondary: their fulfillment depends on the solution first delivering functional excellence. You'll see that arrows from Level 2 lead into these identity levels, indicating that engineers' sense of pride and credibility grows when the product performs well under scrutiny.

At the top of the Pyramid, **Level 5 (Emotional Jobs)** shows relatively low underservedness. Emotional goals such as "Feel confident recommending this solution to my leadership" and "Feel peace of mind about packaging performance during transit" are important, but they tend to follow, not lead, product adoption. The Navigator illustrates this by showing upward impact paths from Core and Product levels into Emotional Jobs, especially where functional reliability builds emotional trust.

In sum, the Navigator paints a picture of a Pyramid that is structurally sound at the top, but strained at the center. Cruz Foam's opportunity lies in **delivering functional confidence at Level 2**—solving hard engineering problems with solutions that don't just meet sustainability goals, but also perform reliably in demanding supply chains. The arrows across the Navigator confirm the ripple effect: when Core Jobs are fulfilled, identity gains traction, and emotional buy-in follows.

Navigator Summary:

Level 1: Product Jobs

- Preparation
 - Test and validate new packaging
- Disposal

- Dispose of packaging after usage

Level 2: Core Jobs

- Process
 - Meet environmental standards
- Control
 - Maintain consistent product temperature across variable shipping conditions
 - Protect product quality and brand reputation during the shipping journey
- Efficiency
 - Reduce total cost per shipment (Directly correlated to packaging weight)
- Problem-Solving
 - Minimize packaging complexity across SKUs and pack-outs

Level 3: Role Identity Jobs

- To Defend
 - Be someone who protects both the product and the planet
- To Lead
 - Be someone who drives innovation in packaging while managing risk
 - Be someone who proactively solves packaging challenges before they scale
- Level 4: Image Identity Jobs

Level 4: Image Identity Jobs

- Reputation
 - Be regarded by peers and leadership as a forward-thinking, eco-conscious engineer
 - Be perceived as a solutions-minded professional who balances idealism with rigor

Level 5: Emotional Jobs

- Feel confident that my recommended product will perform in unpredictable conditions
- Feel reassured when championing my recommended product to cross-functional teams
- Feel proud to have chosen a solution that reflects innovation and responsibility

9.9 Cross-Level Connection Flow

Here is the most impactful flow within the Pyramid:

Product Job:

“Integrate packaging into existing cold-chain lines with minimal disruption.”

First point of friction—if it doesn’t fit, it’s unlikely to be adopted.

Core Job:

“Maintain consistent product temperature across variable shipping conditions.”

Disrupted integration leads to packing errors, thermal inconsistency, and product risk.

Role Identity Job:

“Be someone who enables innovation and sustainability within my packaging role.”

If integration fails, the engineer may avoid championing Cruz Foam—even if they believe in it.

Image Identity Job:

“Be regarded as a forward-thinking, eco-conscious engineer.”

Recommending a product that fails in setup or execution can harm reputation across functions.

Emotional Job:

“Feel confident that I’m choosing a solution that protects the product and the planet.”

Integration ease is a direct driver of emotional certainty and post-decision satisfaction.

This flow shows how **a single implementation friction point** ripples upward, affecting trust, advocacy, and emotional alignment. It reinforces the strategic value of solving practical adoption challenges early and decisively.

(Note: A real analysis will include many more Cross-Level Connections. To keep this analysis reasonably short, we’ve just provided a single example.)

10. High-Leverage Jobs

Jobs that, when solved, unlock ripple effects across the JTBD Pyramid™

10.1 What Are High-Leverage Jobs?

High-Leverage Jobs are jobs that, if solved well, **create broad downstream benefits** across other levels of the JTBD Pyramid™. These jobs often:

- Occur **early** in the decision or adoption journey
- **Bridge levels**, linking functional, identity, and emotional needs
- **Trigger momentum** for broader acceptance and use
- Mitigate **barriers to internal recommendation** and cross-functional approval

For Cruz Foam, these jobs help build a foundation of **credibility, simplicity, and trust**, which then drive adoption and advocacy.

10.2 Recommended High-Leverage Jobs and Causal Amplifier Map

1. Validate thermal performance under real-world, multi-mode shipping conditions

- Primary Level: Core Job
- Downstream Effects:
 - Emotional Job: Feel confident that it will perform
 - Image Identity Job: Be seen as credible and solutions-driven
 - Role Identity Job: Lead innovation responsibly

Why It Matters: Reliable data reduces fear and smooths internal approvals—this job unlocks the whole chain.

2. Integrate the material into existing pack-outs without operational disruption

- Primary Level: Product Job
 - Downstream Effects:
 - Emotional Job: Feel relief and simplicity
 - Core Job: Meet performance goals without workflow changes
 - Image Job: Be viewed as a pragmatic and scalable decision-maker

Why It Matters: Frictionless integration accelerates trials and builds confidence in rollout potential.

3. Be regarded as a forward-thinking engineer who balances sustainability with rigor

Primary Level: Image Identity Job

- Downstream Effects:
 - Emotional Job: Feel proud of what I championed
 - Role Job: Serve both sustainability and operational goals
 - Core Job: Protect brand and product integrity

Why It Matters: When engineers feel seen and respected, they become internal advocates.

These High-Leverage Jobs should be prioritized in both product and marketing strategies, because **solving them multiplies value across all other jobs.**

11. Strategic Innovation Pathways

Aligning job-level insights into a coherent strategy

11.1 Are the Innovation Profile and High-Leverage Jobs Aligned?

Yes, they are aligned.

The selected Innovation Profile—**Core Innovation**—focuses on helping engineers **achieve the outcome of reliable cold-chain performance**. Two of the three identified High-Leverage Jobs also reside at this level or directly support it:

- Validating real-world performance is the most critical Core Job
- **Seamless integration into existing pack-outs** removes major barriers to solution adoption
- Reputation-driven Image Identity Jobs reinforce long-term advocacy

This alignment allows Atlantic to pursue a **focused innovation strategy with high confidence** that improvements at the solution level will generate system-wide adoption benefits.

11.2 Recommended Strategic Pathway: Unified Solution Execution

Atlantic should focus on:

Proving and packaging solution reliability in a way that reinforces trust, pride, and ease of implementation.

This includes building a **comprehensive solution experience**, not just selling materials: Data + setup support + messaging = adoption

11.3 Top Jobs to Prioritize (Unified List)

The following 7 jobs are the **highest-leverage targets** to improve solution adoption, emotional confidence, and cross-functional support:

1. Validate thermal performance under real-world, multi-mode shipping conditions
2. Integrate the material into existing pack-outs without operational disruption
3. Feel confident that the packaging will perform in unpredictable conditions
4. Meet internal and regulatory compliance standards with minimal workarounds
5. Be regarded as a forward-thinking, eco-conscious engineer
6. Feel reassured when championing the packaging option to cross-functional teams
7. Protect product quality and brand reputation through every leg of the journey

11.4 Why This Path Is High-Impact

By anchoring innovation around these jobs, Cruz Foam becomes more than a sustainable alternative—it becomes:

- A proven performer
- A change-ready solution

- A **source of professional pride** for the engineers who recommend it

This leads to cross-functional confidence, rapid trial conversion, and long-term market leadership in sustainable cold-chain packaging.

11.5 Opportunity Clusters

Several cross-level job groups emerged in the analysis. These **Opportunity Clusters** represent sets of jobs that are strategically connected and best solved together.

Cluster Name	Core Challenge	Included Jobs
Thermal Trust Cluster	Proving performance across complex shipping variables	Validate thermal performance (L2), Feel confident (L5), Be seen as credible (L4)
Frictionless Integration	Ensuring Cruz Foam drops into existing operations	Integrate into pack-out (L1), Feel relief (L5), Be respected by ops teams (L4), Meet compliance (L2)
Sustainability Advocacy	Turning ESG alignment into internal endorsement	Be a forward-thinking engineer (L4), Protect both product and planet (L3), Feel proud (L5)

Strategic Action:

Build bundled solutions and messaging around each cluster. For example, your **Thermal Trust Cluster** could be served by a Thermal Proof Pack (data, demos, testimonials), while **Frictionless Integration** might be supported by an SOP Toolkit and side-by-side process comparison visuals.

11.6 Alignment Risks

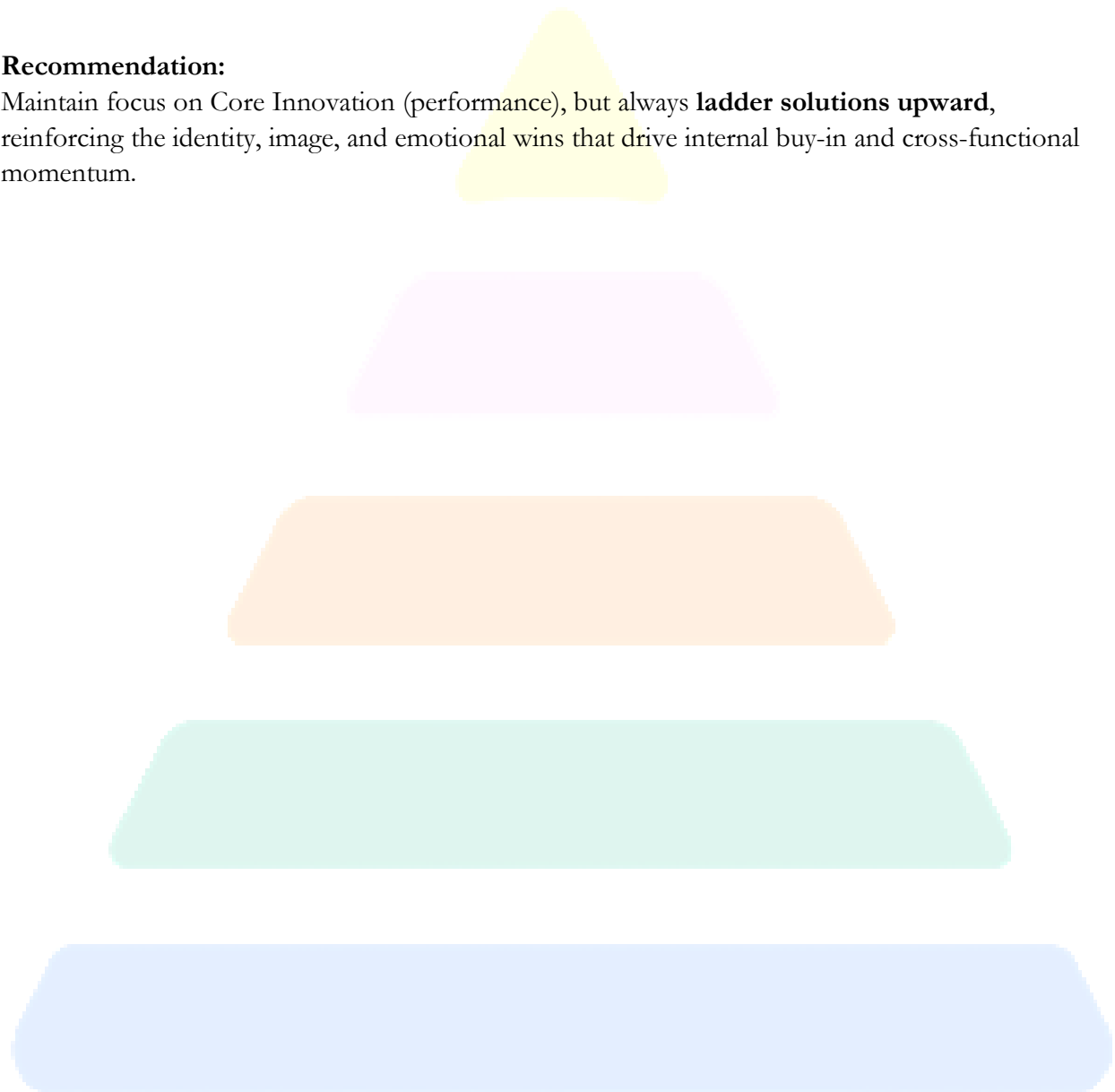
While the current strategy is well-aligned, ignoring certain job levels could introduce long-term friction. Below are **alignment risks** if Atlantic Packaging were to over-focus or overlook:

Risk Area	If Ignored...	Potential Impact
Product Jobs	Failing to simplify integration and assembly	Trials stall or fail; adoption blocked by operations
Identity & Emotional Jobs	Over-indexing on performance without building confidence and pride	Engineers may test Cruz Foam, but not advocate for it

Risk Area	If Ignored...	Potential Impact
Reputation Management	Under-supporting the "internal pitch"	Champions may lack tools to earn cross-functional trust

Recommendation:

Maintain focus on Core Innovation (performance), but always **ladder solutions upward**, reinforcing the identity, image, and emotional wins that drive internal buy-in and cross-functional momentum.



12. Marketing and Sales Strategy Applications

Using JTBD insights to improve messaging, enablement, and buyer confidence

12.1 Marketing Strategy Recommendations

Marketing Cruz Foam successfully requires more than touting compostability—it demands **confidence-building** for packaging engineers and cross-functional decision-makers. Engineers are not just evaluating a material; they’re endorsing a solution that impacts **compliance, brand integrity, and internal reputation**.

Messaging Themes to Emphasize

- **“Performance You Can Prove, Sustainability You Can Trust”**
→ Pair ESG value with thermal assurance—don’t make the customer choose between them.
- **“Built for Real-World Shipping. Backed by Real Data.”**
→ Reinforce the rigor of Cruz Foam testing, not just concept appeal.
- **“The Packaging You’d Recommend with Confidence”**
→ Speak directly to the emotional and identity jobs of engineers making risky calls.

Positioning Strategies

- **From Material to Solution:** Frame Cruz Foam not as a substrate, but as a drop-in solution with integration support, testing kits, and validation data.
- **From Eco-Claim to Engineer-Centric Confidence:** Use voices engineers trust—*QA professionals, operations leads, and sustainability teams*.
- **From Friction to Fit:** Highlight how Cruz Foam reduces disruption while upgrading environmental performance.

Content Suggestions

- **Cruz Foam Confidence Kit:** Digital + physical toolkit including thermal test data, case studies, disposal messaging, and pitch decks for internal advocacy
- **Cold Chain Story Hub:** A library of application-specific stories (seafood, dairy, meal kits) with outcome-based narratives
- **Side-by-Side Validation Chart:** A downloadable comparison of Cruz Foam performance vs common cold-chain solutions

12.2 Sales Strategy Recommendations

Sales enablement must focus on equipping account managers and technical sales teams with tools to:

- **Reduce perceived risk** in trial and implementation
- **Support cross-functional conversation** between packaging, compliance, sustainability, and logistics
- **Speak directly to the engineer’s desire to lead responsibly**

Discovery Questions Anchored in JTBD

- “How do you currently validate new thermal solutions across shipping modes?”
- “What are the biggest internal objections when recommending a new material?”
- “When do you feel most confident endorsing a packaging change to leadership?”
- “What would make you *proud* to stand behind a new solution?”

Objection Handling Aligned to JTBD

Objection	Reframe Strategy
“We can’t afford failure in the cold chain.”	“That’s why we include real-world simulations with multi-modal stress testing.”
“Compostables are unpredictable in moisture or compression.”	“Cruz Foam maintains structure and thermal value even under stacking and wet conditions.”
“This adds complexity to the pack-out.”	“We’ve designed Cruz Foam to mirror your existing workflow—no retraining required.”
“It’s hard to get sustainability and performance in one product.”	“That’s exactly what Cruz Foam is built for: ESG alignment <i>and</i> quantifiable cold-chain control.”

Sales Enablement Tools

- **Pilot Support Kit:** Playbooks for first shipment trials and KPI tracking
- **Thermal + ESG ROI Calculator:** Inputs for waste reduction, temperature hold time, and CO₂ savings
- **Buyer Persona Playbooks:** Custom messaging for engineers, ops managers, and sustainability teams

Marketing and sales win when they **help the engineer feel smart, safe, and supported**. The JTBD insights ensure Cruz Foam speaks not just to features, but to the **motivations that drive real decisions**.

13. Glossary of Key Terms

A shared language to unify product, marketing, sales, and strategy teams

JTBD Pyramid™

A hierarchical model that categorizes the full range of customer motivations into five levels:

1. **Product Jobs** – Tasks involving direct interaction with the product or system
 2. **Core Jobs** – Functional outcomes the user wants to accomplish, regardless of solution
 3. **Role Identity Jobs** – Aspirational roles users want to perform (e.g., innovator, advisor)
 4. **Image Identity Jobs** – How users want to be perceived (self-image and reputation)
 5. **Emotional Jobs** – Feelings users want to experience (e.g., confidence, reassurance)
-

Product Jobs

Tasks the customer performs directly with the product—setup, usage, cleanup, etc. These are often the source of friction or delight in the experience.

Core Jobs

Solution-independent goals the user is trying to achieve. For urologists treating BPH, the core job is: **“Relieve urinary symptoms caused by BPH.”**

Role Identity Jobs

The kinds of professionals urologists want to *be*—e.g., “Be someone who leads innovation” or “Be someone who patients trust deeply.”

Image Identity Jobs

How the urologist wants to be **perceived**:

- **Self-Image:** “See myself as someone modern and evolving”
- **Reputation:** “Be regarded by peers as a forward-thinking leader”

Emotional Jobs

The immediate feelings that matter during use—like confidence, clarity, or control. Emotional resonance is key to adoption and loyalty.

Market Lens

The defined scope of analysis for the workbook, including:

- **Company:** Teleflex
 - **Product Category:** UroLift
 - **Job Executor Persona:** Urologists
 - **Use Context:** Performing UroLift in hospitals, surgery centers, and clinics
 - **Core Job Anchor:** Relieve urinary symptoms caused by BPH
-

Core Job Anchor

The foundational functional goal for the Market Lens, used to structure and prioritize all job-related insights.

Opportunity Rating

A qualitative judgment of how underserved a job is, based on its importance and the current level of satisfaction or ease of fulfillment.

Internal Performance

An estimate of how well Teleflex (or the relevant solution) currently fulfills the job—rated as High, Medium, or Low.

Benchmark Best-in-Class

The solution that best performs the job—whether internal or from a competitor. This sets a reference point for excellence and differentiation.

Innovation Profile

The JTBD level that presents the greatest opportunity for value creation. Drives the strategic focus of product and marketing efforts.

High-Leverage Jobs

Jobs that, when solved, produce a **cascade of benefits** across the Pyramid—e.g., a product job that enables emotional trust and enhances reputation.

14.1 Version Information

Field	Entry
Workbook Title	<i>The JTBD Pyramid™ Analysis Workbook – Atlantic Packaging</i>
Version Number	1.0
Created By	[Analyst or Team Name]
Date Created	[Insert Date]
Intended Audience	Innovation, Product, Marketing, Sales Teams
Use Case	Strategic planning, product development, GTM strategy