



Certificate in

Jobs to Be Done

Proudly awarded to

Violeta Madarov Sikora

understands the principles of the Jobs-to-be-Done framework, including how to identify underlying customer jobs, avoid common misconceptions, and apply job-based thinking to guide innovation, enabling the development of solutions that better address customer needs and market opportunities.

A handwritten signature in dark blue ink, appearing to read "Michael Durst", positioned above a horizontal dashed line.

Dr. Michael Durst
Founder & Chairman

03/04/2026

Date

