



## STUDY-DISCUSS-OBSERVE JOURNAL

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Name:	
Month:	

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*INSTRUCTIONS: Use the following template as a simple place to record the information you learn as you STUDY the world around you, DISCUSS happenings with your customers and teammates, and OBSERVE what is going on around you and your customers.*

*Don't make this more difficult than it needs to be... just find an easy cadence for documenting your learnings and be consistent. Periodically return and re-read what you've learned, and make sure to share it with your teammates so they can learn too.*

*Feel free to make this your own with formats, level of information, etc.... MAKE A COPY and then edit away.*

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### STUDY

What resources did you study this month? Make notes of the insights gleaned; record links for future reference.

### DISCUSS

What items did you discuss with customers, partners, or others?



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### OBSERVE

What customer actions did you observe this month?

### INSIGHTS

What overall insights did you learn this month?

### CUSTOMER CHARACTERISTICS

What did you learn about your customers this month?

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### SITUATIONS & CONDITIONS

What did you learn about your customers' situations?

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### MOTIVATIONS & DRIVERS

Did you discover anything that is motivating your customers? Is there any new pressure or restrictions on them? Any new opportunities for them?

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### UNMET NEEDS & PAIN POINT

Did you uncover any unmet / undermet needs, pain points, or problems?

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### OTHER INSIGHTS

What other insights did you learn this month about your customers, market, or business.

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