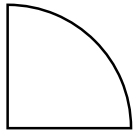




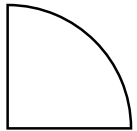
OKRS 101

**The Beginner's Guide to
Achieving Your Goals with
Objectives and Key Results**

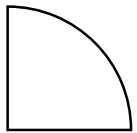
Content Table



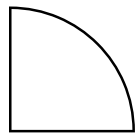
What is OKR?



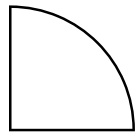
Journey of OKR



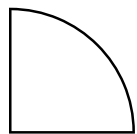
Anatomy of OKR



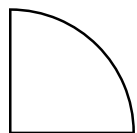
Purpose - Strategy - OKR - Activities



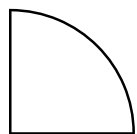
**How OKRs Foster Outcome-Focused
Teams, Alignment, and Agility**



History of OKR



Mastering Art of OKRs: 10 Principles



Success Stories

What is OKR?

OKR is an agile management methodology that enables a company to really focus on its priorities and take measurable actions towards them.

OKRs, which stands for objectives and key results, consists of two components: objectives and key results. The objective is the desired outcome you want to attain, while the key result is the specific way you intend to measure progress toward achieving that objective.

Objectives	Key Results
<p>Qualitative</p> <p>Ambition, or target that is not solely defined by specific metrics or quantifiable measures but rather embodies a broader, more abstract vision of what you, your team, or your organization hope to achieve.</p>	<p>Quantitative</p> <p>By their very nature, key results enable you to determine whether you have achieved your goal, as they are typically associated with specific metrics or performance indicators that can be easily measured and evaluated.</p>

Our objective is to (state objective), which will be measured by the following key results: (list key results).

What is OKR?



OKR

OKRs are memorable qualitative descriptions of what you want to achieve. Always qualitative and aspirational. They are something that you, your team, or your organization aim to achieve.

(O)

- Make our customers love our support team.



KEY RESULT

Key Results are a set of metrics that measure your progress towards the Objective. Always quantitative. They will tell you if you have achieved your objective, so they should be measurable to avoid any doubt. Typically, well-defined OKRs have 2-5 key results.

(KR)

- Customer Satisfaction Support 95%.
- Avg. first response time of 1 hour.



ACTIVITY

Tasks required to drive progress.

(A)

- Interview 10 support rep candidates.
- Publish FAQ.

Where do I need to go?

How do I know I am getting there?


What will I do to get there?

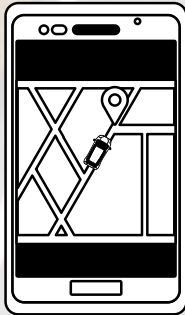
Journey of OKR

A journey towards achieving "real priority"



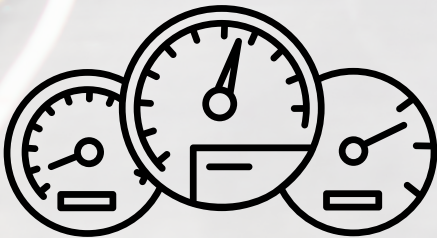
Where do you want to go?

 Strategy



How do you want to go?

 OKR



Do you have enough fuel?

 KPIs

Imagine OKR as a Road Trip:

When planning a trip, the first step is to choose your destination and chart the course from point A to point B - much like a company's strategy. However, once the destination is set, there are various routes to reach it. This is where OKRs come in - they serve as a roadmap to navigate the journey.

Just like an instrument panel in a car displays KPIs, OKRs provide a way to track progress and ensure no setbacks occur along the way, guiding you towards the destination.

Anatomy of OKR

Decoding the Anatomy of OKR: A Practical Example

OBJECTIVE

Objective: We want to improve User Experience



What do we want to do?

Objective is the goal to achieve.

- It's specific, measurable, and time-bound.
- It provides direction and clarity.
- It's aligned with the organization's strategy.
- It's inspiring and motivating.

KEY RESULTS

KR1: Increase the amount of time spent on the application from 15mins to 30mins.



KR2: Increase the percentage of app downloads from 10% to 20%.



KR3: Increase the number of messages shared within the application by 10%.



What will help you achieve the objective you set?

3-5 Key Results is the sweet spot for OKRs. Too many is hard, too few is unclear.

- Key Results must be quantifiable.
- Key Results should aid in accomplishing Objectives.
- Key Results should be regularly reviewed and have a deadline.

From Purpose to Activities

OKRs:

Bridging the Strategy-Activity Gap

An organization's purpose is the guiding principle that drives its strategy, and its strategy outlines the overarching plan to achieve its purpose. OKRs, in turn, provides a framework for setting specific, measurable goals and aligning them with the organization's strategy.

Through the use of OKRs, an organization can break down its strategy into smaller, more manageable objectives and key results, which can then be translated into actionable activities.

In short, OKRs serve as the connective tissue between an organization's purpose, strategy, and activities, helping to ensure that every action taken is tied to a larger strategic goal.



How OKRs Foster **Outcome-Focused Teams, Alignment, and Agility**

1

Outcome-Focused Way of Doing Things

Unlike traditional management techniques like MBO, OKRs aim to push boundaries and achieve more. By fostering an outcome-focused mindset, teams are encouraged to identify all possible paths to reach their objectives within specific time frames and through measurable steps.

2

Space for more Connected Teams and Alignment

OKR teams consist of cross-functional teams working together to achieve set objectives by completing key results through accomplished tasks. By bringing together employees from different backgrounds and perspectives around a shared goal, they have the opportunity to create, collaborate, and learn from each other for the team's success. Through this process, they improve teamwork and alignment, pushing themselves beyond their limits.

3

Agility in Fast-Pacing Business Era

OKRs are a time-bound management system designed to facilitate fast-paced actions in environments where continuous improvement and prioritization are crucial. By promoting flexible and transparent work environments, teams can easily come together, define their goals, and quickly align around them.

Making the Shift from Output to Outcome OKRs: Game-Changing Tool for a Winning Culture

OUTPUT



EX: Preparing a Marketing Presentation

OUTCOME



EX: Increasing the subscriber numbers from X to Y

This example highlights the importance of outcome-focused goal setting in OKRs. Rather than simply measuring the completion of tasks, the emphasis is placed on achieving tangible results that align with the organization's overall strategy. In this case, preparing a marketing presentation is not the ultimate goal but rather a means to an end. The actual achievement lies in increasing website traffic or subscriptions, which serves as a clear indication of success.

OKR encourages teams to think creatively and work collaboratively to find innovative solutions to achieve their objectives. It also fosters a culture of continuous improvement, as teams regularly review and adjust their OKRs to ensure they are aligned with the company's overall goals and making the most impact.

Revolutionize Your Team Engagement with OKRs: **Achieve More Together**

What Employees Really Think?

"With disruptive technologies, a rapidly changing social environment, an increasingly risky business world, and leaders with many ideas on their minds, it is more than difficult to truly see and focus on a company's priorities. Even determining what is the priority for the day is a challenge, let alone being certain of what it will be tomorrow. In this environment, many companies have the same question on their agenda: what is most important?"

OKRs can significantly improve team engagement by fostering a sense of ownership and empowerment. By involving team members in the process of setting Objectives and Key Results, they become more invested in the success of the team. This engagement drives motivation and commitment, resulting in increased productivity and better performance.

The transparent and collaborative nature of OKRs also ensures everyone is on the same page, encouraging communication and feedback. Ultimately, OKRs create a culture of engagement that inspires team members to go above and beyond to achieve their goals.

History of OKR

The OKRs (Objectives and Key Results) framework is a goal-setting approach that was first developed and popularized by Intel in the 1970s. The company's CEO, Andy Grove, recognized the need for a more effective method of aligning the efforts of the company's employees towards achieving its overall goals. In his book "High Output Management," Grove wrote, "Without a critical mass of people all rowing in the same direction, organizations flounder and die."

In the book, Grove outlined the basic principles of OKRs, which include setting specific, measurable, and time-bound objectives that are linked to the company's overall mission and goals. He also stressed the importance of regularly reviewing and adjusting the OKRs to ensure they remain aligned with the company's overall goals.

Since then, OKRs have been adopted by many other companies, including Google, where the framework is credited with contributing to the company's remarkable growth and success. Google's former SVP of People Operations, Laszlo Bock, stated, "OKRs have helped lead to Google's success by making sure everyone in the company is clear on the most important priorities and that we are all working towards achieving them."

Today, the use of OKRs is widespread in the technology sector, which requires higher agility than ever. In addition, companies are adapting the OKR mindset for their employees, promoting a prioritized and focused work environment. This has put OKRs in the spotlight for startups and scale-ups as they look to ease the process of becoming a unicorn or create their own best practices within the company.

1954

Peter Drucker introduced the term "MBO".



1968

Andy Grove established Intel.



1974

John Doerr started to work for Intel.



1999

John Doerr invested in Google.



2010+

OKR Methodology has been used for many companies.



Mastering the Art of OKRs:

10 Principles to Propel Your Success

> OKRs should;

- be transparent and accessible to everyone.
- be aligned with the organization's overall strategy.
- be adaptable and flexible to changing circumstances.
- encourage collaboration and cross-functional teamwork.
- foster a culture of learning, feedback, and continuous improvement.

> Objectives should;

- be challenging yet achievable.
- be specific, measurable, and time-bound.

> Key Results should;

- be quantifiable and measurable.
- be limited in numbers to maintain focus.

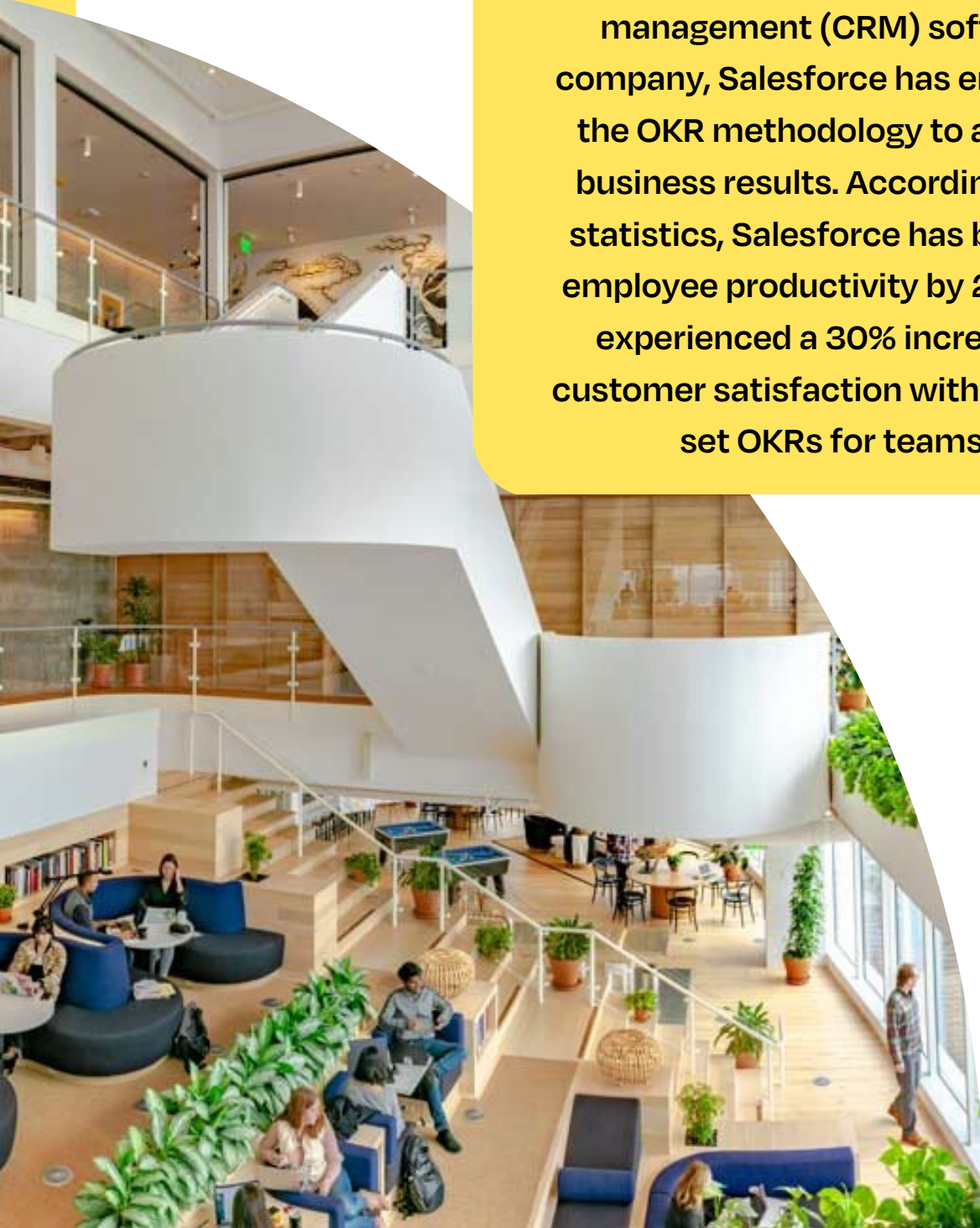
> Progress should;

- be tracked regularly and reviewed frequently.

Success Story **Salesforce**

salesforce

As a customer relationship management (CRM) software company, Salesforce has employed the OKR methodology to achieve business results. According to its statistics, Salesforce has boosted employee productivity by 25% and experienced a 30% increase in customer satisfaction with properly set OKRs for teams.

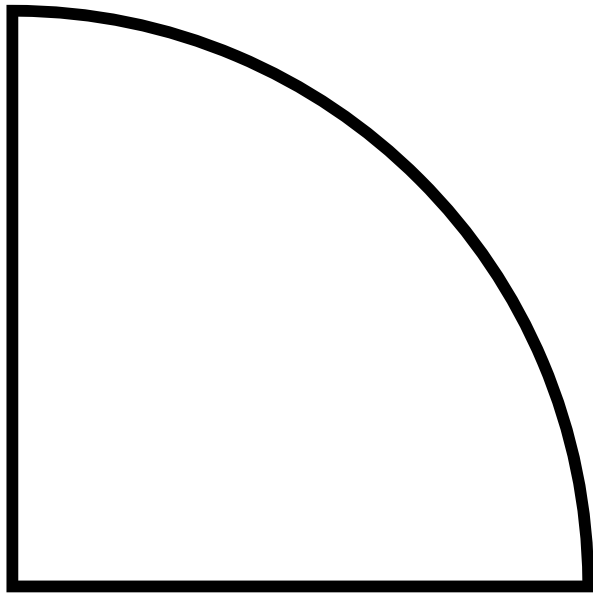


Success Story **Spotify**



"As a music-streaming platform, Spotify has employed OKRs to align its teams around the ultimate business goals, driving innovation. According to published statistics by Spotify, product development speed has increased by 50% and employee engagement by 25% due to a continuous focus on well-set OKRs and growth."





Who is **Melon?**

We are the talent partner of future shapers.

Melon is a boutique consultancy company that provides highly professional people and culture-oriented services for companies that are scaling up their businesses.

We identify as the partner of scaling companies and accompany them through their growth journey, including all people, teams, and lead-related processes. As we build a close partnership with our clients, we do so in alignment with the nature and strategic goals of the businesses.

We are a team of consultants with a strong passion for building and implementing a new-age approach to attracting talent, building teams, developing and retaining high-performing teams, and creating and sustaining a company culture that helps people thrive. We work with fast-growing technology companies in the startup ecosystem (we also provide OKR services to the big companies), which keeps our minds open and creative and our hearts beating for innovation.



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