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The New OKR Crash Course: An Introduction to Objectives \u0026 Key Results #68 OBJECTIVE AND KEY RESULT CHRISTINA WODTKE | Being Human How to Set Good OKRs With Examples Why the secret to success is setting the right goals | John Doerr OKRs | A Beginner's Guide to Using Objectives \u0026 Key Results MEASURE WHAT MATTERS by John Doerr | Core Message

Let's Talk OKRs - Objectives and Key Results

Startup Lab workshop: How Google sets goals: OKRsWhat are OKRs? Easy Explanation And Practical Examples Of Objectives And Key Results The 2 things that Measure What Matters got entirely wrong How to set OKR's | Examples of objectives and key results | Measure what matters by John Doerr

OKR (OBJECTIVES \u0026 KEY RESULTS)The single biggest reason why start ups succeed | Bill Gross How to Develop Key Performance Indicators Theory vs. reality in OKR OKRs vs KPIs - Learn the Difference | Weekdone Mengenal OKR - Objective Key Result

Google\#####OKR#####84##### 2019 The Brand Flip, Marty Neumeier Director of CEO, Branding Liquid Agency

OKR in 7 Simple Steps (Secrets From Successful Serial Founder)

What is OKR and what is it for? We answer a key question that is often overlooked!What is OKR: Objectives and Key Results? How Google sets goals - Objectives \u0026 Key Results OKR vs. KPI: What's the difference between the two? A Practical OKR Primer What is OKR? Definition and Example Of Objectives And Key Results And OKR History John Doerr on OKRs and Measuring What Matters How to use OKR to measure what matters What is an OKR? Andy Grove, OKR inventor, explains. What is an OKR? Objectives And Key Results Driving

Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this book provides a one-stop resource for organizations looking to quantify qualitative goals and ensure each ...

Objectives and Key Results: Driving Focus, Alignment, and ...

Buy Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A) by Paul R. Niven (2016-09-06) by Paul R. Niven,Ben Lamorte (ISBN:) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Objectives and Key Results: Driving Focus, Alignment, and ...

Objectives and key results: driving focus, alignment, and engagement with OKRs. Lamonte, Ben, Niven, Paul R. Everything you need to implement Objectives and Key Results (OKRs) effectively. Objectives and Key Resultsis the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication.

Objectives and key results: driving focus, alignment, and ...

Emerging from Intel's early days, Objectives & Key Results (OKR's) is a goal setting method that is simple in its approach to solving for complexity. Objectives are the umbrella aspiration, key results are measurable outcomes that indicate the aspiration is achieved. This book explains the elements and how they work together in a powerful system.

Objectives and Key Results: Driving Focus, Alignment, and ...

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Objectives and Key Results | PM Library

Key Results: Improve Net Promoter Score from X to Y. Increase Repurchase Rate from X to Y. Maintain Customer Acquisition cost under Y. Example Two Now consider a team that wants to increase the engagement with a digital service: Objective: Delight our customers Key Results: Reduce revenue churn (cancellation) from X% to Y%.

THE BEGINNER'S GUIDE TO OKR - Felipe Castro

Objectives and Key Results (OKR) is a critical thinking framework and goal setting methodology that helps companies to align goals and ensure everyone is working collaboratively on goals that really matter. OKRs can be implemented using spreadsheets, or more commonly, with an OKR software.

OKR: Objectives and Key Results - The Ultimate OKR Resource

Objectives and key results (OKRs) are integral to connecting the goals of teams and employees with the strategy of the organization in order to drive focus, alignment, engagement, and execution.

Amazon.com: Objectives and Key Results: Driving Focus ...

Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical-thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this audio...

Objectives and Key Results: Driving Focus, Alignment, and ...

Objectives and Key Results; Paul Niven & Ben Lamorte. Objectives and Key Results is the first full-fledged reference guide on OKRs, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. You'll learn how OKRs came to be and how leading companies use OKRs to help teams and employees stretch their thinking about what's possible, build their goal-setting muscles and achieve results that reflect their full potential.

Books on OKRs - Objectives and Key Results

Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this book provides a one-stop resource for organizations looking to quantify qualitative goals and ensure each team focuses their efforts to make measureable progress on their most important goals.

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Objectives and Key Results: Driving Focus, Alignment, and ...

How do we measure success?This is one hard question to ask yourself as an SEO agency.With a complex business model, including multiple departments, clients, and projects to align, and a monthly recurring revenue to secure, setting measurable objectives and keeping yourself accountable as an agen ...

Everything you need to implement Objectives and Key Results (OKRs) effectively Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this book provides a one-stop resource for organizations looking to quantify qualitative goals and ensure each team focuses their efforts to make measureable progress on their most important goals. You'll learn how OKRs came to be and how leading companies use them every day to help teams and employees stretch their thinking about what's possible, build their goal-setting muscles and achieve results that reflect their full potential. From the basic framework to a detailed dissection of best practices, this informative guide walks you through real-world implementations to help you get the most out of OKRs. OKRs help employees work together, focus effort, and drive the organization forward. Key results are used to define what it means to achieve broad, qualitative goals, and imperatives like "do it better" are transformed into clear, measureable markers. From the framework's inception in the 1980s to its popularity in today's hyper-competitive environment, OKRs make work more engaging and feature frequent feedback cycles that enable workers to see the progress they make at work each and every day. This book shows you everything you need to know to implement OKRs effectively. Understand the basics of OKRs and their day-to-day use Learn how to gain the executive support critical to a successful implementation Maintain an effective program with key assessment tips Tailor the OKRs framework to your organization's needs Objectives and Key Results is your key resource for designing, planning, implementing, and maintaining your OKRs program for sustainable company-wide success.

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#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

OKRs are about goals bigger than the next story. OKRs prioritise purpose and strategy over backlogs. Objectives are big goals; key results are smaller goals that build towards the objective. Does your agile team get lead astray by burning fires? Do you struggle to keep your agile team focused? Do you feel the need for more than just doing the top of the backlog every two weeks? Are you using, or want to use, OKRs with an agile team? Then this is the book for you. Acclaimed author Allan Kelly has written a short guide to OKRs, writing them, organizing to deliver and the pitfalls. Allan is the author of multiple books on agile and has given advice and training for over 10 years. Now he turns his attention to OKRs. In this book he doesn't try to sell OKRs - others can tell you why OKRs are great. Allan describes his practical experience working with an agile team adopting OKRs, day-by-day, quarter-by-quarter. Allan's advice includes: be really specific in setting goals, involve the whole team in setting OKRs, think broad when setting then execute narrowly, set analogue not binary OKRs and, most controversially, throw away your backlog and let OKRs drive everything you do. Initially sceptical about OKRs Allan found them a good fit with agile; OKRs became an effective means of focus teams, exposing problems, communicating with senior managers and a powerful means of asking bigger questions about product strategy and value. OKRs and agile work well together because they are both outcome oriented and results focused. When used right OKRs give power and authority to teams - one could even say OKRs create test first management. Yet OKR can be a double edge-sword, used poorly they can re-introduce command-and-control and hinder agile working. Allan addresses problems with predictability, aspirations, culture, targets and annual reviews. "Easy read, super useful book for my current context at work right now!" @c_combe on Twitter "I especially like the honest portrayal of top-down MBO OKR-setting and its problems. And providing tips on how to go about using OKRs in a different way." @antiki "I recommend heartily and have done so openly on the book seller's site - brilliant, balanced and lived experience and feedback from Allan" @rj_number_one "Initially, I was thinking to join some OKR training but honestly felt this book is good enough to get one on the right path!" @ProdScrumMaster

Take your OKRs coaching skills to the next level with this practical handbook. In The OKRs Field Book: A Step-by-Step Guide for Objectives and Key Results Coaches, Ben Lamorte, a seasoned coach and management science expert, provides a structured approach for implementing objectives and key results. This book provides tips and tools that enable you to coach your OKRs clients with confidence. Lamorte analyzes foundational questions that must be answered prior to deploying OKRs and the roles required to sustain an OKRs program. Packed with excerpts from actual OKRs coaching sessions, this step-by-step guide shines a light on the OKRs coaching process. You learn how to help your client refine key results that look like tasks into key results that reflect measurable outcomes. In addition to sample training workshop agendas and coaching emails, Lamorte introduces the first comprehensive list of OKRs coaching questions. The field book covers how to: Structure an OKRs coaching engagement using a three-phased approach. Avoid common pitfalls such as cascading OKRs based on the org chart. Ensure your client asks the right questions at each step of the OKRs cycle. Perfect for external coaches and business mentors looking for a repeatable structure to help their clients succeed with OKRs, The OKRs Field Book is also an indispensable resource for internal coaches looking to support their organization's OKRs program.

OKR Leadership -- the Doerr met with managers and leaders to practice what matters - is the secret sauce that drives transformational leadership, employee engagement and the next generation of management consulting. Join the OKR Leadership movement today with this practical guidebook from an expert business psychologist and story teller.

"Radical Focus is a must-read for anyone who wants to accomplish out-sized results. Christina does a great job showing both the why and the how of OKRs. Avoid the all-too-common mistakes by reading this book first." - Teresa Torres, author Continuous Discovery Habits "This book is useful, actionable, and actually fun to read! If you want to get your team aligned around real, measurable goals, Radical Focus will teach you how to do it quickly and clearly." - Laura Klein, Principal, Users Know The award-winning author of The Team That Managed Itself and Pencil Me In returns with a new and expanded edition of her landmark book on OKRs. If you've ever wanted to know how to use OKRs, or why yours might not be working, Radical Focus teaches you everything you need to achieve your goals. The author pulls from her experience with Silicon Valley's hottest companies to teach practical insights on OKRs in the form of a fable. When Hanna and Jack receive an ultimatum from the only investor in their struggling tea supply company, they must learn how to employ Objectives and Key Results (OKRs) with radical focus to get the right things done. Using Hanna and Jack's story, Wodtke walks readers through how to inspire a diverse team to work together in pursuit of a single, challenging goal, and how to stay motivated despite setbacks and failures.Radical Focus has been translated into six languages and sold more than 50,000 copies. Now, the second edition of her OKR manifesto proves that Wodtke's business strategies are essential in a world where focus seems to be a more and more unreachable goal. The updated version includes 22,000 words of all-new material designed to help OKR users in larger companies create, grade, and manage OKRs in ways that accelerate success and drive rapid organizational learning.Ready to move your team in the right direction? Read this book together, and learn Wodtke's powerful system for attaining your most important goals with radical focus.

"OKRs have helped us on the road to growth many, many times" -Larry Page, co-founder of GoogleWhat Google, Intel, Zynga, LinkedIn, and The Gates Foundation have in common? OKRs. OKRs, or Objectives and Key Results, translate a company's vision and strategy into a coherent set of performance measures. They offer a balance between long-term goals and short-term planning; between outcomes that are desired by the organization and actual performance KPIs that measure these outcomes; between the results we want to achieve and the efforts needed to do it. Francisco H. de Mello, founder of Qulture.Rocks, a Y Combinator alumn and the leading strategy execution company, takes you through the history of using goals for management, from MBOs to OKRs, and presents OKRs with a focus on how you can implement them at your company.

Companies today are using OKRs-Objectives and Key Results-to improve the way they set and work with goals. Along the way, they discover something else: changing the way you work with goals can lead to other changes. Changes in how you plan work, how you lead and reward people, how you make decisions, how you budget, and so much more.In short, if you really, sincerely start pursuing goal- setting in a new way, you will discover that goals live at the center of everything you do. What's exciting about this is where it leads: Changing how you work with goals has the potential to drive ongoing change and bring new ways of working to the whole organization. That's what this book is about: how goals live at the center of your organizational system and how you can leverage their potential for organizational development by adopting OKRs in an intentional way.This short, practical book includes case studies, examples, and practical guidance to help you get started on your own OKR journey.Written by Natalija Hellesoe and Sonja Mewes, who bring their extensive experience working OKRs in companies of all sizes. Natalija and Sonja are trainers, coaches, and change agents. They work with companies at different stages of the their OKR journeys-from first "know-how" workshops to OKR Practitioner coaching and organizational development."This book is a great explanation of how to set and deploy OKRs to improve your business. Whereas other books paint a rosy picture of best-case scenario for setting and deploying OKRs, this one focuses on reality. Many companies will see themselves in this book and be able to harness the practical advice in the book to fix their current scenarios and thrive. Highly recommended for every business that's trying to find focus and define impact." - Melissa Perri, author "Escaping The Build Trap"

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