
ACHIEVE YOUR KEY RESULTS!



Objectives and Key Results

If you haven't heard about the leading management practice of Objectives and Key Results, you'll likely hear about it in professional circles soon. Management by Objectives (MBOs) was a business school staple in the 20th century, however these were too complex and infrequently used to support widespread adoption. Without adoption, success is limited.

Enter Objectives and Key Results (OKRs); rapidly expanding as a simpler method, focused on organizational priorities and measurable key results.

Defining a short list of strategic objectives is the first key step to OKR success. *If we achieve these, we will be wildly successful!*

How OKRs work

OKRs begin at the senior leadership level, strategically developed to clearly identify the most important 3-5 items that must get done, to advance business success. As senior leaders get clear on the objectives, they also identify the specific results that need to be met, in order to achieve the objective. This was the key missing part in MBOs — a short list of specific objectives that everyone knew, and helped support through their work daily. Magic!

A new fad?

OKRs have been the secret to success at some of the highest performing organizations, including Intel, Google, Bill Gates Foundation, LinkedIn, and many others. Some of these organizations have been using OKRs for 20 years. It's time that the secret spreads to every company that aspires to grow, and become more successful, sustainable, and profitable.



How to get started?

Organizations usually start with a motivated senior leader who champions the process with the rest of the senior team. Once the senior team has used OKRs for a few months with success, it's time to spread the concept to additional leaders.

Typically, the initiation of OKRs as a consistent management practice takes 1-2 years before full benefits are realized. In the process though, employee engagement rises dramatically, as does talent retention. Stretch results are achieved more consistently, and faster. Successful organizations are noting the OKR impact!

Routinely setting stretch goals at all levels and building collaboration among departments in achieving them, are the true differentiators of the OKR system.

“Unclear accountability (52%) and resistance to change (48%) are the biggest barriers to strategic execution.”

- DIGINEER, 2009

Changing an organization's culture toward a focus on measurable results can be daunting for an internal resource, especially while managing their own key results. Use of an external expert can be invaluable to expedite the process, champion the learning at all levels, and monitor progress equitably across the organization. If you need help getting started, contact us at info@pursuit-excellence.com or call us at 715-828-7390. We'd love to help you achieve your key results!