

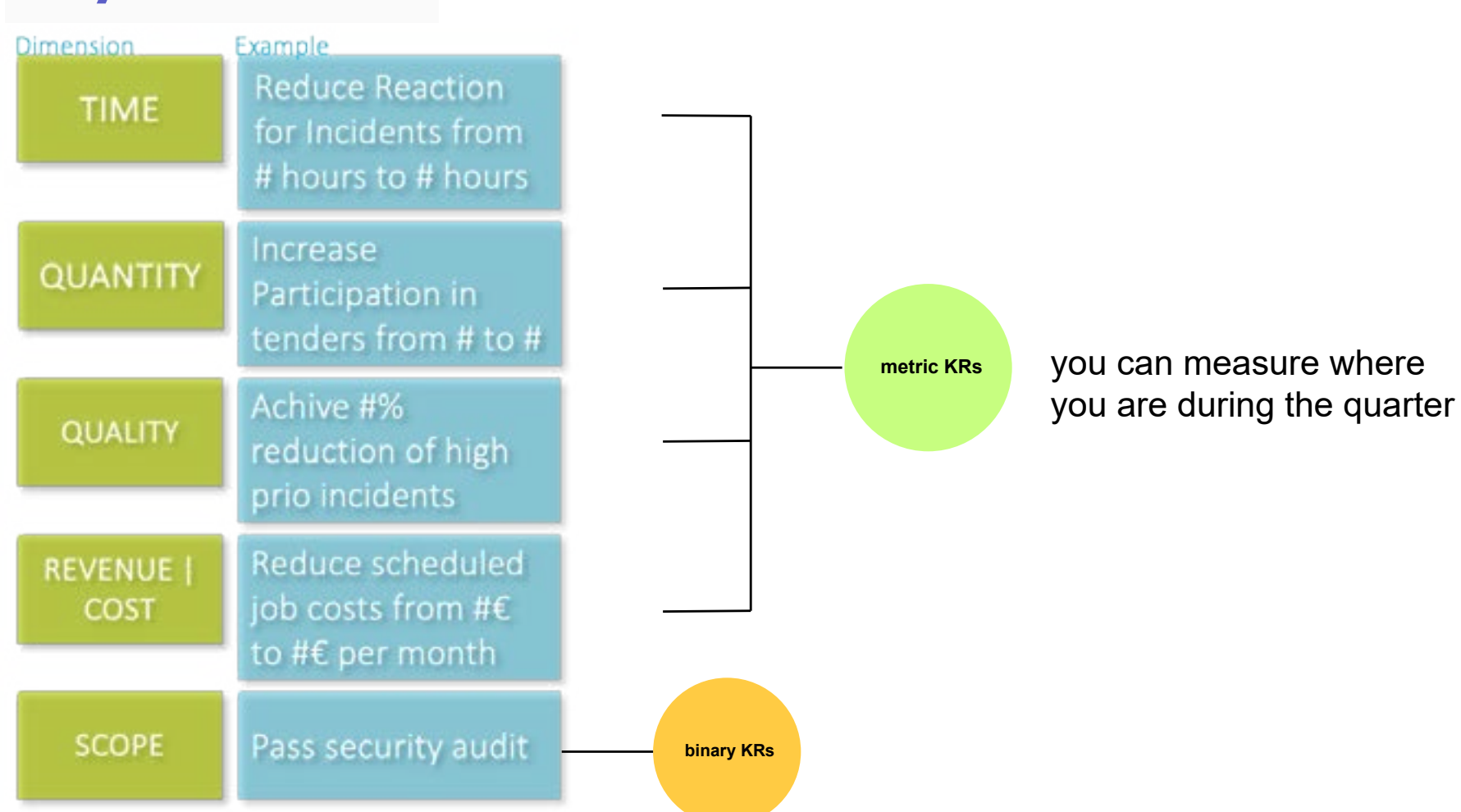


1. Pick one team or one management layer
2. Agree on the timeframe
3. Agree on one or two problems/topics with high impact you want to fix
4. Formulate max 2 Objectives with max 2 Key Results each
5. Set bi-weekly routines during execution

Blueprint for a thinking process to formulate OKRs

Themes for next quarter		
What problem do we want to solve Why should we do this Who is our customer?		
List a few activities to drive this topic during this quarter. Do not create a full project list, just the main activities top of mind.		
What problem do we want to solve Why should we do this Who is our customer?		
Imagine it's end of the quarter... <ul style="list-style-type: none"> • What is different? • Where do we want to be ideally? • How do we know we have done it right? • What impact should be created? 		
End of the quarter, how we can measure success <ul style="list-style-type: none"> • Qualitative • Quantitative • Milestone (binary) • Time • \$ 		
KEY RESULTS Now, formulate a short Key Result. Quantitative Not more than 3 per topic! Time In case you have options, try to vote for the best.		
OWNER Define a person in your team for each KR to drive this topic during the quarter.		
OBJECTIVE Look at the theme in the first line and the KRs you have come up with. What would be a catchy headline for an internal press release to express the purpose? Tip: Use ChatGPT for inspiration.		

Key Result dimensions



Objectives = Where do we want to go? (Theme/ Priority/ Focus/ Direction)
not measurable + engaging + describes desired status in the future

Key Results = How do we know that we have arrived? (metrics, results, success definition)
measurable + ambitious + based on assumptions

Initiatives = What are we doing to get there?
(todo, tasks, initiatives, Trello/ Kanban Boards, Scrum Sprints)