

Measure What Matters: Mastering OKR Training Course

22 – 26 March 2027
Amsterdam

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Ref: 20_11650 **Date:** 22 – 26 March 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Measure What Matters: Mastering OKR Training Course Overview:

Welcome to "Measure What Matters: Mastering OKR Training Course," a comprehensive program designed to equip you with the skills to implement Objectives and Key Results OKRs in your organization. Originating from the practices of industry giants like Google and Intel, OKRs have become a cornerstone of Performance Management. This course features OKR Case Studies like Google Chrome OKRs, Andy Grove OKRs, and the Intel OKRs Case Study. We also cover various sectors through topics like OKRs in Health Care and OKRs in Non-Profits. Discover how to align your Team Collaboration goals, how OKR Monitoring and OKR Transparency can significantly enhance your Business Alignment, and how Stretch Goals can redefine what is possible for your organization.

Target Audience:

- CEOs and Founders
- HR Professionals
- Team Managers and Leaders
- Performance Management Consultants

This course is designed to address specific skills gaps in Goal Setting Strategies and Performance Management using Objectives and Key Results.

Targeted Organizational Departments:

- Human Resources
- Operations
- Marketing
- Executive Leadership

Departments can greatly benefit from the alignment and focus brought by implementing OKRs, helping to achieve Business Alignment and enhance Team Collaboration.

Targeted Industries:

- Technology
- Health Care
- Non-Profit Organizations
- Startups

In a rapidly changing landscape, industries like these can benefit from OKRs for Focus and Goal Setting Strategies to drive Business Alignment.

Course Offerings:

Participants will be able to:

- Understand the history and principles behind OKRs
- Implement OKRs in various settings, including startups
- Align departmental and organizational objectives for better Team Collaboration
- Monitor and adapt OKRs for Performance Management
- Apply case studies to real-world scenarios
- Understand the role of OKRs in Continuous Performance Management

Training Methodology:

We employ a dynamic blend of lectures, interactive sessions, and group work to provide a rich learning environment. Our OKR Case Studies segment offers real-world scenarios from the Intel OKRs Case Study, MyFitnessPal OKRs, and many more. Each session ends with a reflective feedback loop, helping you understand how OKRs drive focus and priority setting. We also incorporate Role-Playing activities to practice OKR Implementation and OKR Monitoring, giving you a holistic grasp of Objectives and Key Results.

Course Toolbox:

- A Workbook for Goal Setting Strategies
- OKR Software Demonstrations
- Reading Materials on OKRs Google History, Andy Grove OKRs
- Checklists for OKR Implementation and OKR Monitoring
- Case Studies and Templates for Performance Management

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Course Agenda:

Day 1: Introduction and Superpower #1: Focus and Commit to Priorities

- **Topic 1:** Google, Meet OKRs: How OKRs Came to Google
- **Topic 2:** The Father of OKRs: Andy Grove's New Way of Structured Goal Setting
- **Topic 3:** Operation Crush: An Intel Story
- **Topic 4:** Superpower #1: Focus and Commit to Priorities
- **Topic 5:** Focus: The Remind Story and Commit: The Nuna Story
- **Reflection & Review:** Discussing the Role of Focus and Commitment in OKRs

Day 2: Superpower #2: Align and Connect for Teamwork

- **Topic 1:** Introduction to Superpower #2: Align and Connect for Teamwork
- **Topic 2:** Align: The MyFitnessPal Story
- **Topic 3:** Connect: The Intuit Story
- **Topic 4:** Strategies for Achieving Alignment and Connection
- **Topic 5:** Case Studies on Alignment and Connection
- **Reflection & Review:** The Importance of Alignment and Teamwork in OKRs

Day 3: Superpower #3: Track for Accountability

- **Topic 1:** Introduction to Superpower #3: Track for Accountability
- **Topic 2:** Track: The Gates Foundation Story
- **Topic 3:** Best Practices for Tracking OKRs
- **Topic 4:** Common Pitfalls in OKR Tracking and How to Avoid Them
- **Topic 5:** Reviewing OKR Tracking Tools and Platforms
- **Reflection & Review:** Accountability Through Tracking in OKRs

Day 4: Superpower #4: Stretch for Amazing

- **Topic 1:** Introduction to Superpower #4: Stretch for Amazing
- **Topic 2:** Stretch: The Google Chrome Story
- **Topic 3:** Stretch: The YouTube Story
- **Topic 4:** Strategies for Setting Stretch OKRs
- **Topic 5:** Measuring the Impact of Stretch OKRs
- **Reflection & Review:** Balancing Achievable and Stretch Goals in OKRs

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Day 5: The New World of Work and OKR Culture

- **Topic 1:** Continuous Performance Management: OKRs and CFRs
- **Topic 2:** Ditching Annual Performance Reviews: The Adobe Story
- **Topic 3:** Baking Better Every Day: The Zume Pizza Story
- **Topic 4:** Culture OKRs and Overcoming Resistance: The Lumeris Story
- **Topic 5:** Culture Change: Bono's ONE Campaign Story
- **Reflection & Review:** Integrating OKRs Into the New World of Work

How This Course is Different from Other OKR Courses:

What sets this course apart is its comprehensive coverage and practical approach. We bring in real-world OKR Case Studies, such as the Gates Foundation and the Intuit OKR Transparency study, to demonstrate the OKR Superpowers in various sectors. Learn not just the theory but also how to implement OKRs in your specific industry context.