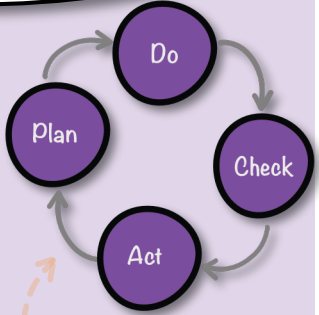


OKRs are about goals. Objectives are big goals: key results are smaller goals that build towards the objective



Make them visible

Cascade upwards

3 (maybe 4)

Set by the team, for the team

Treat them as experiments

Close your mind to everything else

(do not manage)

Eliminate Dependencies

Right, we've got 12 weeks to get there, don't dally!



- ❌ Do not link to remuneration
- ❌ Don't set OKR's from above
- ❌ Don't create binary results
- ❌ Don't let BAU lurk unnamed

- Questions**
- How does this create value?
 - How will these be measured?
 - Are these goals ambitious enough?
 - Are they too ambitious?
 - Are OKRs proving useful?
(Or are they getting in the way?)

The key thing about OKRs is the ability to focus minds. Being test first in nature, they fit perfectly with the agile mindset