GOALS

What are OKRs
Why they work
Common pitfalls
How to avoid them
What’s been your experience with organizational goal-setting?
FACT.
The world is determined to throw shiny objects at you
You need a system to keep your team aimed at your goals.
1. Set inspiring and measurable goals
2. Link your team’s tasks to the goals
3. Set a rhythm to review + recommit
Objectives

inspiring, qualitative goal that can be achieved in a period of 3-6 months
Objectives

a good objective inspires and motivates folks who don’t dig numbers
Key Results

numerically-based expressions of success or progress towards an Objective.
Key Results

strong key results keep Objectives real and linked to day-to-day
Let’s see some OKRs
What we observe can be divided into:

- Signal
- Noise

what we see
20% THAT IS IMPORTANT
Priorities this week

P1 Close deal with TLM Foods
P1 New Order flow Spec’d
P1 3 solid sales candidates in for interview

Next 4 weeks - Projects

Passive reorder notifications
New self serve flow for distributors
Metrics for distributors on tea sales
Hire Customer service head

OKR Confidence

Objective: Establish clear value to distributors as a quality tea provider

KR: Reorders at 85% 5/10
KR: 20% of reorders self-serve 5/10
KR: Revenue of 250K 5/10

Health

Team Health: Yellow

Team struggling with direction change

Distributor satisfaction Health: Green
1. Before OKRs, check your mission and TOA
2. Clarify signal vs noise workstreams
3. Clarify stretch vs maintenance metrics
4. Keep it simple, over-communicate it
5. Keep it simple, over-communicate it
6. Keep it simple, over-communicate it
7. Keep it simple, over-communicate it
8. Protect time to build strong OKRs
9. Engage all staff in the process
10. Create a daily, weekly, monthly rhythm
We connect, coach and invest in people to test new learning spaces and tools with students and families in their local communities.
4.0’s Founder Path

1. Join Community

2. Learn to define problem

3. Define problem

4. Learn to run pop-up

5. Run Pop-up

6. Learn to run pilot

7. Run Pilot

8. Learn to keep going

Keep Going
2017 OKRs - OUTREACH

OBJECTIVE: On/offboard fellows with hospitality & efficiency

KEY RESULTS:
Pipeline: Run a campaign to fill 100% of seats with goal 50% women, 50% persons of color, 50% schools

Partners: Launch partnership with NSVF for all eligible Tiny Fellow schools to run extended pilots

Pathways: Run pathway experiences in the summer with Tiny fellows who successfully exit by March
Equip fellows to run progressively rigorous tests

**Fellow Progression:** 25% of Tiny Wave 3 are Essentials fellows who successfully exit and are auto-admitted

**Case Studies:** Define successful exit via 6 case studies (cover Essentials/Tiny stages, cover 3 venture types)

**Test Systems:** 80% of Essentials fellows and 80% Tiny fellows run rigorous tests and report back results
2017 OKRs - COMMUNITIES

Train world-class fellow support network

NOLA Betatesters: 20 Betatesters attend each Ess session that meet participant user testing needs

Alumni Contracts: Spend $50k: 13k recruit in Walton cities, 27k coach 5/7, 10k community 5/7

NYC Transition: 5 alumni trained with signed contracts to support NYC fellows in the founder path
Surveys!

Feedback on session

Feedback on summit

bit.ly/4summitsurvey
Radical Focus
Achieving Your Most Important Goals with Objectives and Key Results
(A business book in the form of a fable)

Christina Wodtke