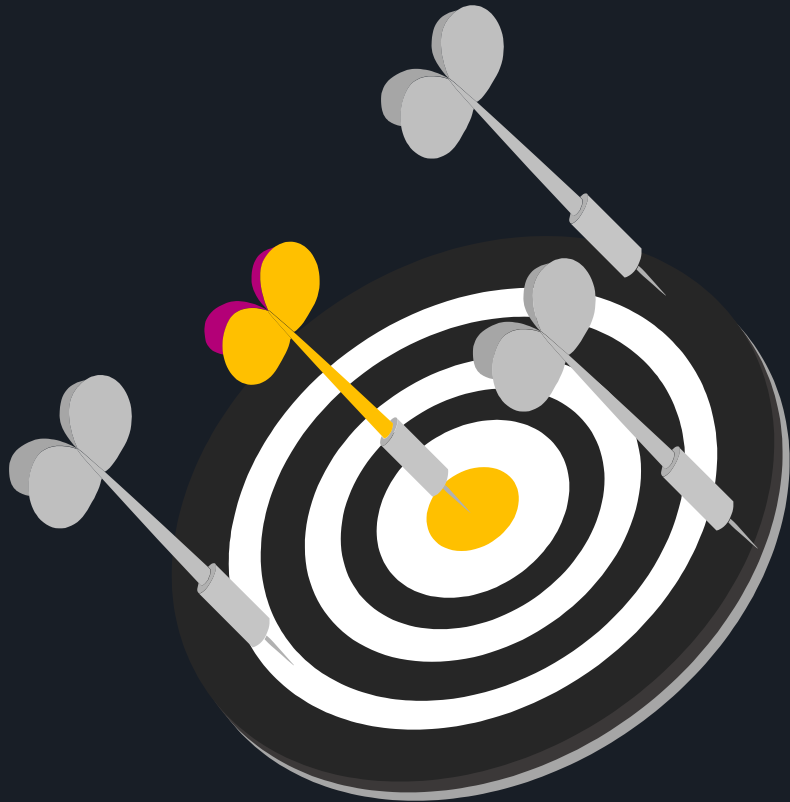


DOCKYARD

Objectives
And
Key Results

Setting the Right **Goals or Objectives**

Measure What Matters - Jon Doer / You Are What You Do / The Hard Thing About Hard Things - Ben Horowitz



For the Organization

Understanding what the organization is actually trying to achieve and why provides the critical insights you need to develop real OKRs.



For Continual Success

When the demands of the market change, the challenges shift and the world pivots, how will you find a new way to stay the course?



For the Team

OKRs foster alignment and team cohesion towards continual improvement



For the Bottom Line

OKRs fuel the continual pursuit of success and growth.

Setting Objectives

How to Set Objectives That Can't Be Achieved

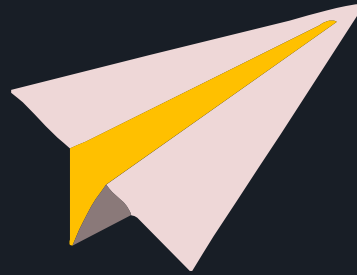


Key Results

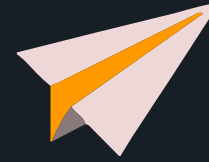
Picking Key Results that Matter



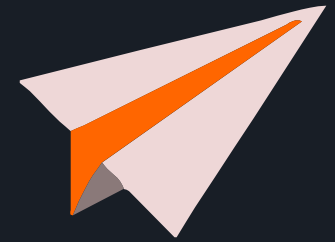
What Are The
**Metrics that
Matter?**



Contributes to
Success Today



Contributes to
Success Tomorrow



Contributes to
Success in the
Future

Strategic Data

Not All Data Is Created Equal



Is it Actionable
Data is only useful if there is something you can do about it. So timeliness, relevance and influence are key criteria for useful data



STRATEGY
Does it provide feedback on your key results? Disregard what doesn't matter so you can remain focused on your Key Results.



Objective Communication
How are you communicating this data to your stakeholders within and outside of your organization?



Calibrate
Are you tracking data that will allow your business to make any necessary pivots, changes and recalibration?



Exercise Time

Imagine your life and business as a product engineer.

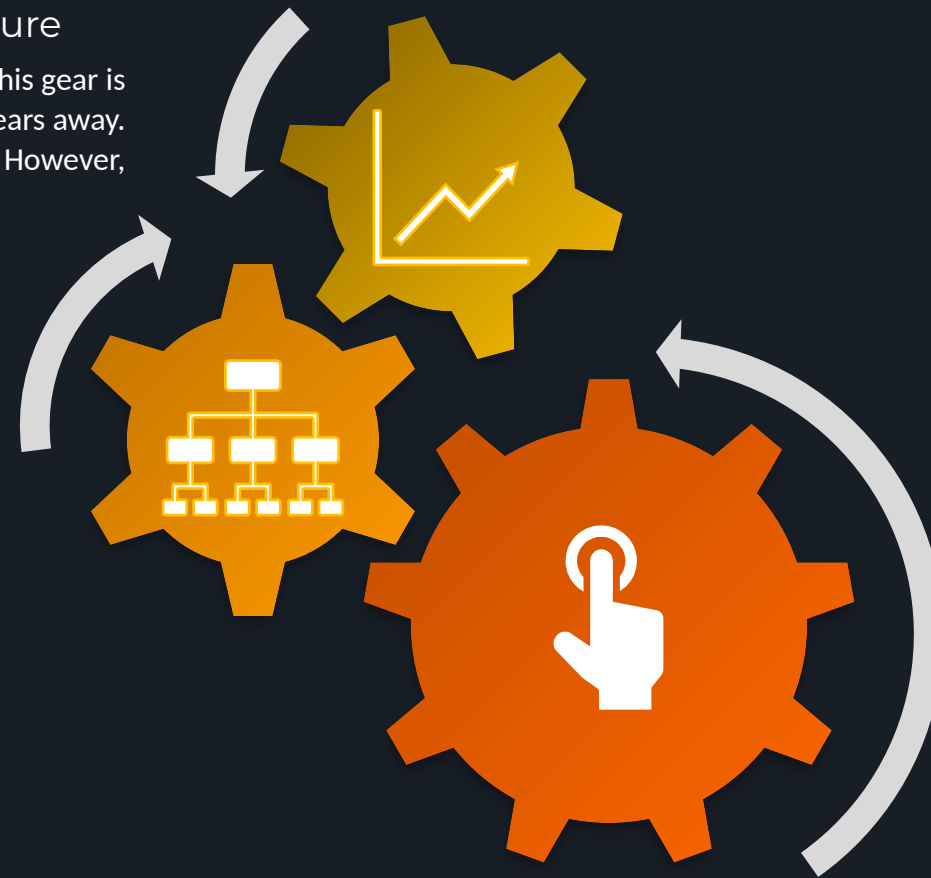
1. How would we develop the scope of the final product?
2. What is your ideal state of operations and life in 5-years with this business?
3. If you checked in on this goal OKR sheet in two-and-a-half years how would you know you are still on course?
4. What can you start doing tomorrow to move towards those 2.5 year goals

The Distant Future

You never get here. This gear is always at least five years away. However,

The Near Future

The key results you pursue today will have impact on the near future of your company and your life. Proper objectives and results will start this gear turning before you ever get there.



What You Do Today

Think of the activities in the future as small gears in a watch or machine. You can only directly move this gear. But the proper force here translates into the finer (future gears, beginning to turn)

For The Organization

How do these Objectives filter down or permeate through your organization?
What does your 5-year vision mean to an employee who makes beds, assembles widgets,
Cooks food or cleans dishes?

It isn't their responsibility to feel responsible for the attainment of your goals, so you need to find
A way to trickle down these strategic visions and key results

Your Key Results Are Your Team's Objectives

If you set market share as an objective then the key results: new clients, territory, comparative revenue should be the objectives of your reports with Key Results for the pursuit

1



Share Performance / Set Realistic Targets

OKRs, like the sector they are from work on binary. Things are either a 1 or a 0. They are achieved or not achieved.

2



Reward Success / Explore Failure

Part of the point of setting ambitious goals in the first place is being able to celebrate reaching them. But failure can be just as enlightening. Celebrate your success, investigate your failures

3



The Right Metrics

You are trying to build a business that has value. Well how do those met

Money In

Your company's revenue both today and in the future is a product of market share, COGS and **Throughput**



PROCESS


Can your business exist without you? Do you have the processes in place to guarantee that anyone could pick up any role, and succeed within it?

INVESTORS / Buyers

Investors look at a number of things when deciding to invest. But the organization and the velocity in which it can transform *Work.In.Progress* into \$\$\$\$. This velocity is governed by a number of unique factors, process, capacity and sector

Strategic Goals

I hope that after this presentation you all feel far more confident in the development and pursuit of your strategic goals. By establishing them both the short and long-term



Tactics
Develop short-term, medium-term, and long-term Objectives and Key Results to pursue this vision.

Including any necessary processes and additional capacities required.

End-State

Whether it's passive income, selling your company, increased revenue, or just more free time for family and friends. Strategic OKR and Goal Setting plays a massive role.

Vision

Work hard to determine your vision of the future and then work backwards with what needs to happen.

Questions & Discussion

Thank you.