

ACHIEVE THE INCREDIBLE  
WITH OKR

*“The thing about goals is that living without them is a lot more fun, in the short run. It seems to me, though, that the people who get things done, who lead, who grow and who make an impact... those people have goals.”*

Seth Godin



# THE PROBLEM WITH TRADITIONAL GOAL SETTING

- ① Not outcome focused, based on activities
- ② Misalignment across the organisation, individually focused
- ③ No one knows what the hell is going on

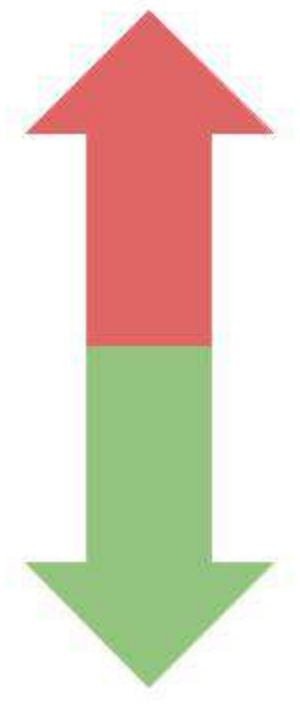
# NO ONE KNOWS WHAT THE HELL IS GOING ON

Research by Franklin Covey found:

- ① 15 percent of people can't name one business goal
- ② More than half named some goals, but were totally wrong
- ③ The further from the top of the organisation, the lower the clarity



Low Attention



High Attention