



## Strategic Alignment and operative Excellence through OKRs – from strategy to implementation; efficient & effective

OKR (Objectives and Key Results) is an agile framework for defining and implementing strategic goals: MORE transparency, alignment, focus and agility

Especially in challenging times, the introduction of OKRs as a uniform steering system makes sense, as it leads to more transparency, motivates all employees to take entrepreneurial responsibility, keeps them focused on the essentials by means of clearly defined goals and, last but not least, leads to a coordinated, synchronised action of those involved.

Corporate goals are specified and broken down and linked to the work of teams or departments. Objectives define clear qualitative results. They are quantified – in the sense of milestones – in the key results. These set the focus for a 3-month cycle and are agreed weekly.

Based on interviews, we start with the introduction of the mechanics, principles and the mindset.

- Targeted 1:1 interviews with top management & second level management.
- Starting with top management: introduction to leadership principles, OKR mindset & other key factors for success; setting annual company OKRs
- Top-down and bottom-up approach: successive roll-out throughout the organisation, starting with lighthouse areas to be defined.

**„It provides clarity about the most important tasks, the focus for the next 3 months, transparency throughout the company, and last but not least, it promotes independent work. All this is a prerequisite – especially in these challenging times – to operate successfully.“**



**Meike Müller** | Senior Enabler Strategy, Agility & Innovation

Meike is a seasoned entrepreneur and hands-on strategic advisor with 25 years of experience. She is highly skilled in agile Tools such as OKRs and Innovation Sprints and is a trained mediator. Since 2016 she implemented OKRs in stock-listed companies as well as in SMBs/Scale-ups. She enables teams and organizations to reorganize mindsets, structures and processes towards more agility → in

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).