



Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A)

By Paul R. Niven, Ben Lamorte

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Everything you need to implement Objectives and Key Results (OKRs) effectively

Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this book provides a one-stop resource for organizations looking to quantify qualitative goals and ensure each team focuses their efforts to make measurable progress on their most important goals. You'll learn how OKRs came to be and how leading companies use them every day to help teams and employees stretch their thinking about what's possible, build their goal-setting muscles and achieve results that reflect their full potential. From the basic framework to a detailed dissection of best practices, this informative guide walks you through real-world implementations to help you get the most out of OKRs.

OKRs help employees work together, focus effort, and drive the organization forward. Key results are used to define what it means to achieve broad, qualitative goals, and imperatives like “do it better” are transformed into clear, measurable markers. From the framework's inception in the 1980s to its popularity in today's hyper-competitive environment, OKRs make work more engaging and feature frequent feedback cycles that enable workers to see the progress they make at work each and every day. This book shows you everything you need to know to implement OKRs effectively.

- Understand the basics of OKRs and their day-to-day use
- Learn how to gain the executive support critical to a successful implementation
- Maintain an effective program with key assessment tips
- Tailor the OKRs framework to your organization's needs

Objectives and Key Results is your key resource for designing, planning,

implementing, and maintaining your OKRs program for sustainable company-wide success.

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Editorial Review

From the Inside Flap

Objectives and key results (OKRs) are integral to connecting the goals of teams and employees with the strategy of the organization in order to drive focus, alignment, engagement, and execution. *Objectives and Key Results* is the first comprehensive guide for using OKRs to overcome today's sophisticated challenges, including the difficulties of executing strategy, building new organizations, sustaining growth, mitigating the risk of disruption, and prioritizing employee engagement.

In this A-to-Z guidebook for understanding OKRs and effectively implementing them at any organization, two leading experts walk you through the beginnings of OKRs at Intel in the 1980s to the innovative ways companies such as Flipkart, GoNoodle, and TaxSlayer are using OKRs to gain a competitive edge today. You'll find insightful coverage of this valuable critical-thinking framework for enabling teams and employees to reimagine what they can achieve, build their goal-setting muscles, and actually accomplish their full potential day after day. This turnkey program outlines all the steps you need to successfully launch OKRs and make them sustainable, including the specific times and types of reviews essential to an effective OKRs cycle. An in-depth look into the latest software solutions addresses the most beneficial ways to use modern tools, as well as providing the twenty critical questions to answer before investing in any software. Keep this convenient resource at your fingertips for:

- All the know-how and strategy for winning the necessary executive support to successfully integrate OKRs into an organization
- A detailed examination of the most up-to-date best practices for designing and sustaining a successful OKRs program
- Firsthand insight into customizing the OKRs framework to perfectly connect the goals of your organization

Objectives and Key Results is your complete, one-stop resource for bringing this highly valuable method of defining, aligning, and tracking goals to your business.

From the Back Cover

Praise for Objectives and Key Results

"OKRs are not just a Silicon Valley thing. From a mature Fortune 50 icon to a mid-sized, private, high-growth company--I've seen the transformational power of OKRs first hand. This book is a must-read for any business leader seeking to leverage this thoughtful and forward goal-setting mindset to create a more agile, engaged, and highly-productive team."

--**Dean Carter**, Vice President Shared Services, Patagonia

"OKRs are a magical machine. Insert strategy into one end, and get focused execution out the other. This book contains all you need to create such a machine. Read it, do what it says, and watch the magic happen."

--**John Herbold**, Co-founder, GoNoodle

"This book will help you to implement an agile and transparent system to align and focus your organization. It is easy to understand and the principles are relevant--from Silicon Valley straight through to the entrepreneurial culture of Berlin."

--**Robert Gentz**, Co-founder and co-CEO, Zalando SE

"An incredibly thorough yet utterly readable book that makes OKRs make sense. If you need to tie a jetpack to your organization, you want this book."

--**Christina Wodtke**, Adjunct Professor at Stanford Continuing Studies and author of *Radical Focus*

About the Author

PAUL R. NIVEN is a partner at OKRsTraining.com. He is the author of five previous books on strategy and execution, which have been translated in over 15 languages.

BEN LAMORTE is the founder of OKRs.com and a partner at OKRsTraining.com. He is an internationally recognized OKRs coach who has consulted with organizations around the world.

Users Review

From reader reviews:

Sharon Broome:

Book is to be different for every single grade. Book for children till adult are different content. As it is known to us that book is very important for people. The book Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A) seemed to be making you to know about other knowledge and of course you can take more information. It doesn't matter what advantages for you. The book Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A) is not only giving you much more new information but also for being your friend when you feel bored. You can spend your current spend time to read your publication. Try to make relationship together with the book Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A). You never really feel lose out for everything when you read some books.

Steven Peterson:

This Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A) are generally reliable for you who want to be described as a successful person, why. The reason of this Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A) can be on the list of great books you must have is actually giving you more than just simple studying food but feed anyone with information that perhaps will shock your previous knowledge. This book is usually handy, you can bring it everywhere you go and whenever your conditions throughout the e-book and printed versions. Beside that this Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs (Wiley Corporate F&A) giving you an enormous of experience such as rich vocabulary, giving you tryout of critical thinking that we understand it useful in your day pastime. So , let's have it and enjoy reading.

George Walker:

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Betty Bowers:

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