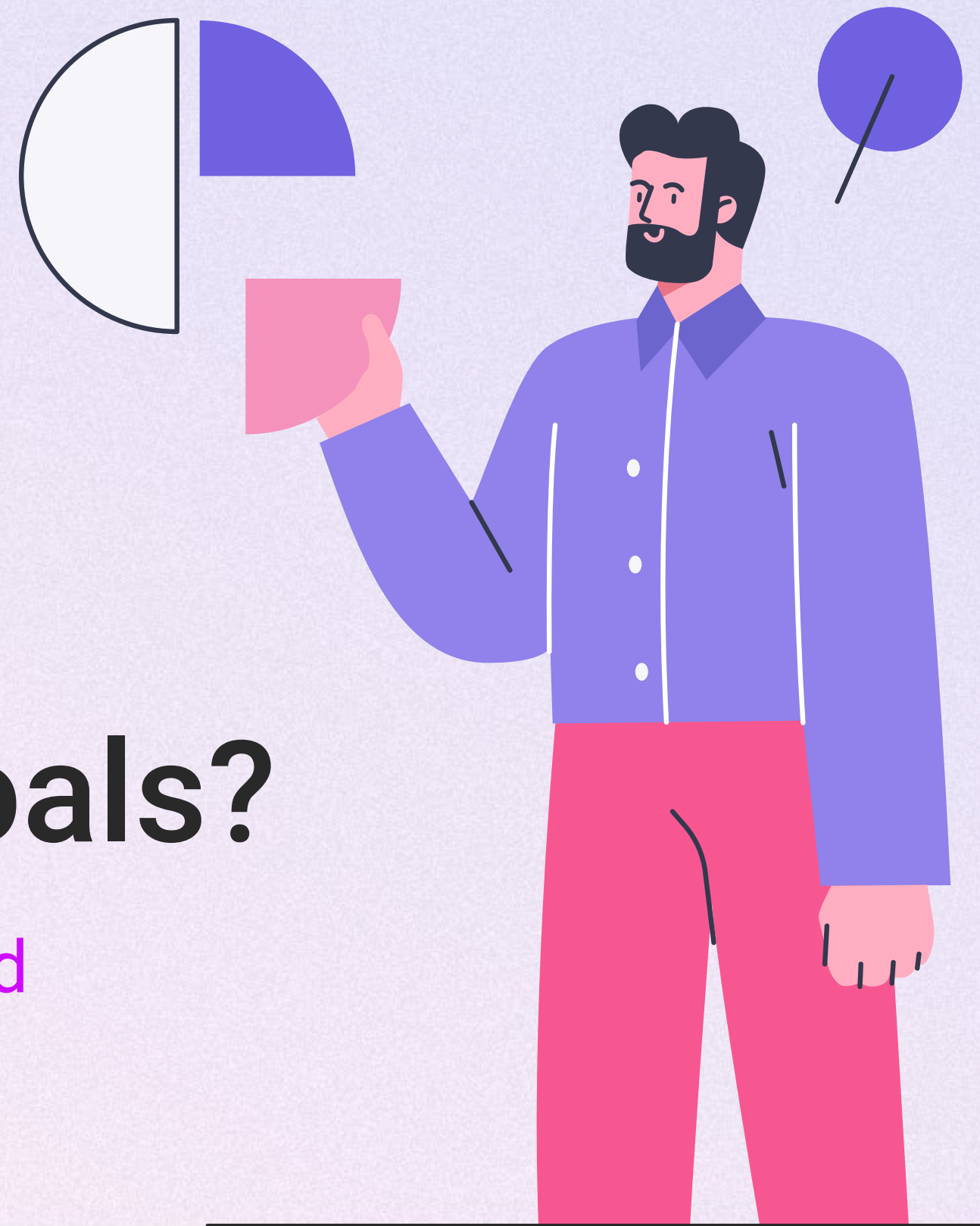




# Does Your **Daily Execution** Connect to Organizational Goals?

Bridging the Gap Between Individual and Organizational OKRs



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# Disconnect Between Goals and Daily Execution

Only<sup>1</sup> 36% of employees in the workplace feel engaged with their work.

Unclear objectives and muddy metrics lead to disorganized and disgruntled employees. Organizations without clear objectives often end up going nowhere; left with employees who are uninspired and lack direction. This not only leads to low morale, but also a high attrition rate. If there is a disconnect between goals and daily work, progress becomes difficult to achieve. To make progress, your employees should have a clear understanding of what you are trying to achieve in a specific period.

Without a clear understanding of what you are trying to achieve, it's difficult to set a course of action and progress. Actualizing the link between long term goals and daily execution is essential for the success of any organization or individual.

# How Do Daily Tasks Lose Purpose Without the Bigger Organizational Goals?



Gartner research shows that when the goals of an employee are aligned to both organizational and employee needs, employee performance increases by up to 22%.

As you give your employees reasons for doing the work, you ensure they stay motivated, focused on the task, and that everyone in the team is at the same wavelength. For any organization, it's important to create a vision, mission, and processes. But employees often end up inundated by day-to-day operations, leaving leadership to pay attention to strategic priorities. An organization and its leadership need to foster an ultimate sense of purpose for its employees. 'Why am I doing this?' might seem like a trivial question but it's important. Having strategic links tied to work is crucial. One of the focal points can be to focus on revenue and profit as the goal. Your employees should be able to resonate with that or see their place in such a strategy.

# Why Connect Goals to Daily Execution?



1

Employees can better understand how their work contributes to the organization's overall goals. This keeps them engaged.

2

Improves communication between employees and the management. 85%<sup>2</sup> of employees are most motivated when communications are effective.

3

Promotes employees' loyalty and commitment towards the organization.

4

Fosters a sense of pride and ownership in employees for their daily work and contribution.

5

Creates strong alignment between personal OKRs and organizational OKRs, helping employees to better see the bigger picture and how their individual roles fit.

6

Boosts employee productivity.

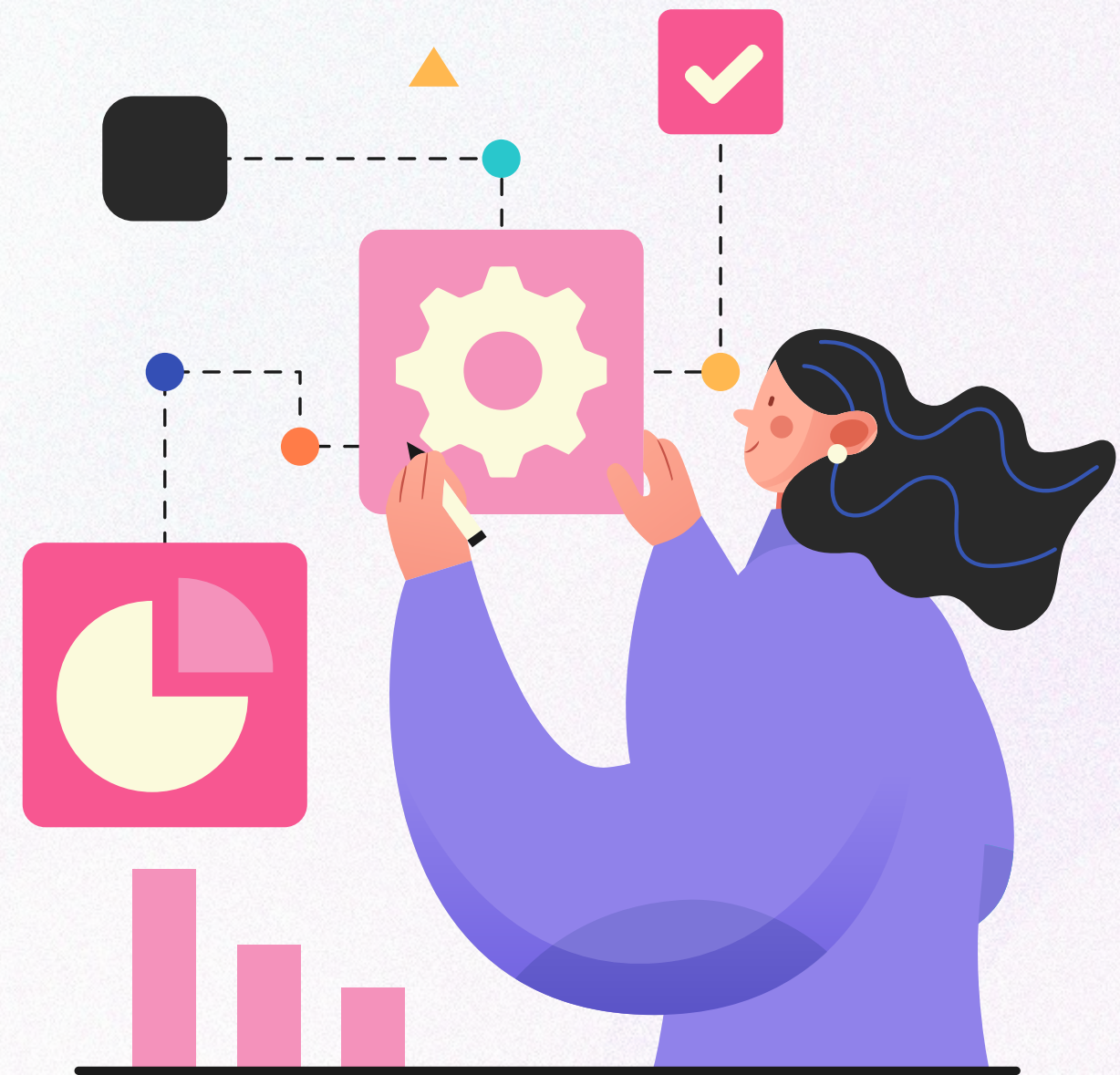
# Why Connect Goals to Daily Execution?

Remember, for any organization to keep on innovating, evolving, and become futuristic, it is crucial for its employees to feel they are a part of the long-term plan and cogs of a machine. But what is the best way to ensure that the efforts of individuals working in your organization are well-aligned with the organization's mission, vision, and values?



# Using an OKR framework

Organizations of today employ an OKR framework to set goals and objectives, track progress, and measure success. OKRs provide a structure and bring clarity to an organization's operations. Most importantly, you increase the chances of realizing your organization's mission leveraging an OKR framework.



# What are OKRs?

Objectives and Key Results (OKRs) refer to a performance management system that offers a framework for setting measurable goals and tracking progress.

## Key Benefits of Using an OKR System:



Motivates employees to achieve results, with their KRs well-aligned to organizational goals.



Facilitates improved communication between managers and their teams.



Makes the goal-setting process clear and simple.



Boosts productivity through increased focus on goals.



Helps to track and measure progress on key results (KRs), while identifying areas of improvement.



# Case Study

## Unlock:OKR - An IT Consulting Firm



Inconsistent format for gauging employee performance.



Lack of collaboration among business units.



Misalignment of outcomes to the organizational goals vs. individual goals.

The IT consulting firm faced a few internal challenges while making siloed offerings to its clients. The organization adopted OKR software to combat these challenges, combined with OKR consulting. Unlock:OKR re-engaged with the organization at the beginning of every quarter for the first year to ensure the OKR framework became a part of the company's operational framework rather than a flavor of the week initiative. After the organization was educated on OKRs and their value, the goal-management company started implementing Unlock:OKR software at the executive level. Once the executive team implemented OKRs in the tool, it enabled the entire organization to connect to objectives and key results, from the CEO to individual contributors.

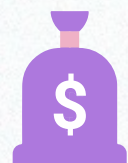
# Results



**13% growth** in profitability across all business units.



**30% reduction** in the employee attrition rate.



**More than \$4 Million** was generated in the opportunity pipeline through new product creation.



# OKRs and Realistic Goals

It's good to push your capabilities, but it's salient to understand resource constraints. Setting realistic goals implies being mindful of organizational capabilities and resources and constraining yourself to what's possible. An OKR framework is, indeed, ideal for this.



## Tips on Crafting an OKR Framework

1

Use a phased approach when implementing OKRs.

3

Changing ingrained habits is hard and takes time. Give people - a purpose and a desire to change.

5

Adjust along the way as you work towards your objectives. Be adaptable and flexible to achieve your goals.

7

Writing OKRs is an iterative process. You can't fully succeed in implementing OKRs in the first instance. Plan, execute and reflect on the entire cycle to produce better results for yourself and your organization.

2

Never forget to celebrate accomplishments.

4

Every small task plays a piece in the puzzle, so hold yourself and others accountable.

6

Define what you want to achieve and then set a well-defined timeline for each goal.

# Tracking Progress

OKRs help ensure you are on track to achieve your goals. Tracking your objectives might seem trivial. After all, why do small tasks have a sense of purpose? But by setting key results for each individual goal, you know the reason behind doing what you are doing. Your individual OKRs contribute to the bigger organizational goals.

Besides, it would help if you decided on a timeframe to track progress on your objectives effectively. Periodically check in to see how you are doing on the set goals while adjusting your objectives and key results as and when needed.





## Choosing the Right Metrics

Are you looking to improve goal setting and execution? Well, there are multiple ways to measure progress. There are multiple ways to measure progress. Choose the metrics that best align with your goals.

## What is a metric?

A metric may be defined as a quantifiable measure used to track and evaluate the status of a specific process. As you define KRs using metrics with numbers, you can quickly and meaningfully communicate your progress towards achieving the set objective. Using quantitative metrics within the OKR framework, you can gauge how much of a KR you could accomplish to reach those higher, ambitious goals.

# How OKRs Benefit from Metrics

## Metrics Bring Clarity

Quantitative metrics clarify how close your team(s) is to the set objectives. Besides telling if they could hit the target or failed at it, you can determine how much of the key result could be accomplished by the team(s). Ask yourself questions like:

**1** What were the specific factors leading to the achievement of my KRs?

**2** Can I be more ambitious in the period to come?

**3** What were the challenges in achieving a key result?

**4** What could we change for the key result next quarter?

**5** Could the metric be different from what I chose before?



## Metrics Bring Easy Collaboration

At the beginning of setting the key result, everybody contributing to that KR know how much they must contribute to the KR to achieve the end goal. When contributors to a key result understand what defines success, it becomes easier to communicate and collaborate, leading to goal achievement.

## Metrics Promote Agility

When your objectives are measurable with quantitative metrics as key result attributes, you can check your progress throughout the period. Tracking progress helps you to fine-tune target metrics as needed.

## Organizations typically use these metrics to measure OKRs:



### Percentage

say percent growth of sales from 20 to 30%.



### Boolean (Yes/No)

say, if the HR hired X number of sales trainees.



### Numbers

say, commissioning of 300 new machines at a construction site.



### Currency

say, achieving a sales target of \$100 million for a newly launched product.



## Pro tip:

Additionally, providing feedback on whether the goals are met is vital to the OKR framework. If necessary, the feedback helps to course-correct and drives team members to perform and put their best foot forward. Besides, 1:1 ensures the achievement of the set goals.

According to a study by Harvard Business Review on the power of small wins, if you support people and their daily progress in meaningful work, managers improve the inner work lives of their employees and the long-term performance of their organization. This enhances inner work life even more.

Finally, reflect on your progress and celebrate success. Doing so is an integral part of goal setting and execution.



# Celebrating Success

Reflecting on your progress and celebrating successes is essential for goal setting and execution. This will help your employees stay motivated and focused on their goals. Organizational productivity increases by 31%<sup>3</sup> when employees are engaged and happy. And what is the most significant factor incentivizing employees to create great work? Simple recognition. In a survey, 37% of respondents said that more personal recognition would encourage them to produce better work more often.

## Individual and Organizational Success

Achieving individual success isn't enough. Organizational success is just as critical, if not more so. Both should come together. Only then can your organization be successful. While individual success sets the foundation for organizational success, organizational success builds on that foundation, allowing companies to achieve their goals.



# Be Vigilant of the Bigger Picture

Properly conveying your employees' long-term vision and purpose lays the groundwork for individual OKRs. It also ensures your employees' daily tasks are well-aligned with the organization's mission and vision. Remember, OKRs fail when they don't connect with your company's broader strategy or mission. Reflect and check if individual OKRs serve your organization's strategic goals, mission, vision, and values. If not, feel free to align individual OKRs with your organization's. Alternatively, set achievable, realistic goals using OKR methodologies. You can thus link your goals to your daily tasks and quantify success. Without doing so, your organization may flounder.



# Are You Ready to Hit the Ground Running?

Though it is not always easy to adhere to the set objectives, your organization is bound to succeed with the best practices and right tools. Unlock:OKR's platform for managing OKRs helps employees better understand how their daily tasks contribute to the more significant success of their organization. Alignment maps, one of the features of Unlock:OKR, explain a parent-child relationship between two or more objectives. The map enables you to see All and Team OKRs. The "All" map view shows how one user's objectives and key results align with those of others. Team OKRs map view depicts the

capability of Unlock:OKR tool to view key results and OKRs shared among teams. Under All, there are OKR and People views. While the OKR view shows each OKR card as sections from the Parent OKRs to My Contributors, the People View details a view of how the organizational resources map together in the objective.

When you can see who is working on what and how employees together contribute to an objective with KR's assigned to them, you find out if they are working towards attaining the common organizational goal. Leverage the power of Unlock:OKR to

ensure no one at your workplace is disconnected; daily work is not frivolous, and instead, it promotes your institution's long-term vision.

**Let our OKR Experts show you how everything comes together.**

[BOOK A DEMO](#)

# References



1. Gallup
2. Trade Press Service
3. Harvard Business Review

## About

# Unlock:OKR

Unlock:OKR, a funded enterprise B2B company, is the industry leader in OKRs and goal management. Our mission at Unlock:OKR is to enable teams to focus, align, and execute their strategic goals using the OKR framework and create a culture of transparency and agility.

The product, a goal management solution, is easy to use and supports the OKR framework used by popular tech companies like Google and LinkedIn. Unlock:OKR embeds itself in users' daily workflow with rich integrations and provides intelligent insights to identify and address goals that might be at risk before it's too late. Unlock:OKR has received positive customer feedback and is trusted by global brands like Cherwell & Alcon. Headquartered in New Jersey, Unlock:OKR has been named one of the fastest-growing companies.



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