

SEVEN C'S

OUR MISSION IS TO BE THE GUIDING

TO OKR

LIGHT FOR YOUR OKR JOURNEY

SUCCESS

ABOUT ATRUITY

Atruity is an OKR consultancy based in Washington D.C. We are focused on helping organizations globally implement the "Objectives and Key Results" (OKRs) Methodology.

We help our clients achieve OKR success through numerous programs and offerings. We help our clients implement OKRs, manage their OKR program and train their OKR Champion to become the OKR leader.

Our Mission is to be our clients guiding light for their OKR journey. We take this very seriously and only provide the best guidance to those who are looking for direction and leadership on their OKR journey.

We know how powerful, impactful and transformational that OKRs can be for an organization. We want this level of success for every single person, client and organization that comes in contact with Atruity.

If you are a podcast fan, feel free to tune into Atruity's podcast - OKRs Q&A (available on all major podcast channels). We discuss real OKR journeys and actual tips/tricks from real OKR users and thought leaders in the OKR space.

We look forward to guiding you on your OKR journey.



A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

Tim Meinhardt
President and CEO of Atruity

WHY WE WROTE THIS E-BOOK

The Atruity team put together this e-book to help prepare you and your organization for your OKR implementation. We created this e-book using our extensive experience in the OKR space and numerous years of management and our executive background. We know and have seen first hand how all of these aspects make a difference in the success of an OKR program. It is our hope that you can utilize our knowledge to become an OKR success story.

The seven C's that we mention in the upcoming pages are some of the most critical elements that contribute to a successful OKR implementation. These points can be the difference between a successful OKR implementation and an implementation that becomes just another strategic initiative. We want your OKR Implementation to receive buy-in, to be managed well and to be successful.

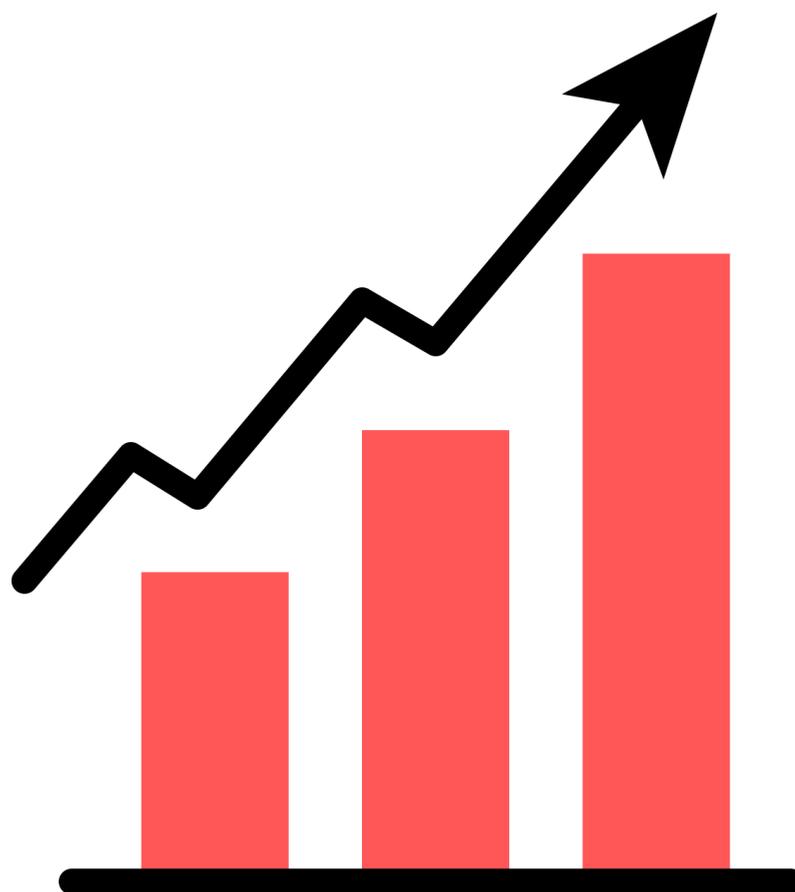
Each "C" mentioned below is one piece of a larger puzzle. If you utilize and practice every "C," your OKR program will be in a good place to succeed. Remember - not every aspect of a successful OKR program is mentioned below as many factors contribute to the success. However, we believe that we have mentioned the most critical and crucial pieces to success.

If you are struggling with your OKRs, your OKR implementation or are interested in working one on one with the Atruity team, please email contact@atruity1.com and schedule a free, one hour consultation with a member of our team.

Sincerely,
The Atruity Team

THE SEVEN C'S

1. C-Suite
2. Champion
3. Community
4. Collaboration
5. Communication
6. Consistency
7. Commitment



C-SUITE

What it means: This term implies owners, CEO's, Presidents, and/or the leaders of the organization.

Why it is important: Ultimately, for a program to have longevity, it must have the support of the C-suite. It is inevitable that there will be initial resistance or commitment from everyone in Senior Leadership. Change is hard and harder to accept when proven results aren't immediately apparent. This is why it is important to have commitment from the top. This produces the best chance for program success over the long run. You only get one chance to make a good first impression and when a new management method is in its infancy stage, it is imperative to stay the course to produce buy-in from top management.

Management transformation takes bold commitment and it starts at the top. The C-Suite sells the programs perceived benefits and takes full ownership of its success. It is this bold commitment that is the first cornerstone of a successful OKR implementation.

If you are looking to successfully implement OKRs, you'll need this commitment. Although pilot programs are a logical choice, more times than not you may find this effort unsuccessful.

We recommend a different approach. We encourage education, program awareness and building consensus from the C- Suite prior to a program launch.

CHAMPION

What it means: Every OKR Program needs someone who takes ownership of its implementation and consistent operational management. This person is referred to as the OKR Champion. This individual must have the capability to act as the C-Suite liaison in implementing, managing and administering the program. They are an integral part of the programs success.

Why is it important: An OKR Champion makes sure the program starts and stays on track. An OKR Champion must have the responsibility of the program, the authority to manage the program and be held accountable for its operational execution. This is very important as the overall organization goes through a progressive transformation to a new management program. The steward of the program will also carry the responsibility to espouse the benefits associated with a smooth operating system and hold the organization accountable to the rules and guidelines of a properly operating OKR program.

It's the consistent application of the rules and guidelines that will aid in the organization adoption, and ultimate buy-in, of the program. Additionally, the OKR Champion must have the overall knowledge of OKRs, the framework and the methods to ensure the programs success.

Fostering buy-in will contribute in part to a well run program and long term success. Whether the champion is an outside organization (like Atruity) or someone within your organization, choosing the right OKR Champion is the second cornerstone to a successful OKR program.

COMMUNITY

What it means: Everyone who is participating and contributing to the OKR program. We call this your community.

Why is it important: Everyone who participates in an OKR program must understand two basic principles.

First - Consistent participation is critically important to the success of an OKR Program. When it comes to OKRs, you only get out what you put in.

Second - Teamwork is important. Being part of an organizations OKR journey means taking responsibility not only for your own actions, but being accountable to your team and all teams within the organization.

Remember: enthusiasm is contagious. The more enthusiastic you are about program and the more you participate, the more the program can grow within your team and your organization as a whole.

Transforming your organizations goal setting methodology will take a team effort. It is this effort and commitment that will create the consistency needed for the long term success of an OKR program.

COLLABORATION

What it means: A successful OKR program is not made up of the ideas and dreams of just one person. It is a set of collaboratively agreed upon, and executed, proactive actions. To get the best OKRs, an organization must collaborate.

Why is it important: Collaboration from top-down, bottom-up and cross departmentally is critical to a successful OKR implementation.

Most management practices have a top-down approach, however some of the best Objectives and Key Results come from managers or individuals. Upper Level Management may know the goal they want to achieve, but teams understand how to get there and how their daily activities can achieve Key Results.

Also, it is very important for all departments to work together to set OKRs that are aligned with each other. If marketing's Objectives are different from sales, then there is not going to be alignment. Departments need to work together to achieve the bigger organizational goals and sometimes their Objectives and Key Results weave together.

Collaboration is key to achieving alignment and focus within your organization.

COMMUNICATION

What it means: Consistent and productive communication is designed around the concept of “Communication, Feedback and Recognition” (CFRs). CFRs produce the necessary management coordination, guidance and motivation to have an organization reach beyond its perceived limits.

Why is it important: Communication is the key that holds engagement and excitement together.

CFR's are, in effect, just as important as OKRs. They work hand in hand to create a new culture within your organization around goal management.

Communication is incredibly important for a myriad of reasons. We recommend establishing regular check ins, where there is constructive communication, feedback and recognition. This not only keeps employees engaged, but provides managers an opportunity to help employees better achieve their OKRs and improve in their job role.

How your organization chooses to administer this format is a matter of preference, but we believe it is important to combine team meetings and electronic methods in accomplishing good communication habits. It is these communication habits that will build continual buy-in and ultimately transform your organization.

If you build good communication habits, your OKR program will become easily weaved within the organization.

CONSISTENCY

What it means: Adhering to, incorporating and creating a discipline of consistency within the OKR framework allows for this agile goal setting management methodology to succeed over the long term.

Why is it important: Truly remarkable results come not only in the short term, but are really witnessed in long term results. Consistency makes long term results possible.

Instituting consistency will produce an environment of trust, helping all the critical areas of an OKR program flourish.

Like with any new habit, consistency is more important than perfection. It is more important to get your employees in the habit of setting OKRs than focusing on perfection. Setting this new habit will take time.

Also, remind employees that they will get better at setting OKRs the more they practice. It is important to let employees fail forward with setting OKRs and to leave room for the imperfect.

Once the new OKR habit is set, OKRs will become part of the company culture and employees will find it easy to be consistent.

COMMITMENT

What it means: Any new skill requires a commitment to its success. This agreement and obligation requires everyone to have an open mind and do their best within the OKR program and adhere to its principles.

Why is it important: Commitment (especially at first) is incredibly important because without it, you will never get proper buy-in from your organization. If you want to ensure that this new goal setting methodology becomes part of your management activities, everyone must commit to its success.

Complete commitment can take time. By applying the methods and motivations mentioned above, your organization will have the best chance for success over the long term. Implementing OKRs into an entire organization can take time, but it can yield amazing results.

NEED ASSISTANCE?

You are not alone if you are finding implementing OKRs a little overwhelming. Our team of OKR professionals can help your organization get started or get back on track. We know all too well how challenging it can be to implement an OKR program without the help of professionals.

If you want to contact our team, we can schedule a time for you and your organization to speak with one of our consultants. Please contact us at contact@atruity1.com.

Sincerely,
The Atruity Team

