



EXPERIENCE LIFESTYLE & HEALTH

# CONTINUOUS ESTABLISHMENT OF OKRS IN OPERATIVE WORK



# SITUATION

Our client has decided to use the OKR (Objectives & Key Results) approach to create greater focus and transparency in the implementation of its strategy in day-to-day operations. Process Design & Optimization

- Need for strategic coordination across departmental boundaries
- Unclear link of OKRs to mission, vision and roadmap
- High level of personal responsibility in the startup, but lack of common planning tools
- Desire for more structure without loss of flexibility

# OUR APPROACH

- Conducted a 4-day strategy workshop based on the Living Strategy
- Implementation of the Strategy OnePager, Strategy Radar and Strategic Roadmap Methods (tools of the Living Strategy)
- Activation of the entire team through visual, interactive collaboration methods
- Structuring of company-wide annual planning across teams and projects
- Synchronization of vision, goals and resources through cross-functional project teams



# RESULT



- A vibrant and tangible strategic roadmap for 2022
- Clear project prioritization, realistic resource planning, visualisation of dependencies
- Higher understanding of the overall context and strategic goals
- Realigned OKRs derived from the roadmap – no longer isolated on the team or person level
- Tangible identification with vision and mission – visible in the office, not just on hidden foils





# CUSTOMER QUOTES

“The Living Transformation has taken us from parallel brand thinking to a joint and focused automation sprint in short time.”

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