Measure What Matters (OKRs and CFRs Expert)

7 – 11 December 2026
Brussels (Belgium)



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Introduction

In today's fast-paced business environment, aligning Objectives and Key Results OKRs with Continuous Feedback and Recognition CFRs is crucial for driving organizational success. This course, Measure What Matters, is designed for professionals who aim to master the art of setting and achieving ambitious goals through OKRs while fostering a culture of accountability and engagement with CFRs. Gain expert insights and practical tools to effectively implement and manage OKRs and CFRs within your organization, ensuring measurable impact and sustained growth.

Course Objectives

By the end of this course, you will be able to:

- Approach performance measurement in a revolutionary way, utilizing OKRs and CFRs.
- Identify and explain OKRs and CFRs and their role in improving organizational performance.
- Analyze case studies from industry leaders such as Google and Adobe.
- Critically assess performance management and management systems themselves.
- Use OKRs and CFRs as tools for change management and achieving organizational excellence.

Course Outlines

Day 1: OKRs & CFRs - What Are They? Where Did They Come From?

- OKRs and CFRs: Understanding the basics and origins.
- OKRs in action: How companies like Google leverage OKRs to boost performance.
- The concept of Operation Crush: A deeper dive into OKRs implementation.

Day 2: Focus and Commit to Priorities

- Align and connect teamwork using OKRs to establish organizational clarity.
- Track for accountability: How to measure the progress of OKRs and ensure teams are aligned.
- Stretch for amazing: Setting ambitious goals with OKRs.
- Case studies from YouTube and Chrome: Learn how these tech giants implement and measure OKRs to achieve outstanding success.



Day 3: The New World of Work

- Continuous performance management: How OKRs and CFRs are transforming traditional performance evaluation.
- How conversations, feedback, and recognition help to drive excellence in performance.
- Why ditching annual performance reviews is necessary, and how it benefits your organization.
- Adobe case study: How Adobe implemented continuous performance management.

Day 4: Baking Better Every Day

- How OKRs catalyze a culture of performance and growth.
- How CFRs nourish and sustain organizational culture.
- Overcoming OKR resistance: Strategies for changing the culture to embrace OKRs.
- Practical steps for creating a results-driven culture using OKRs and CFRs.

Day 5: Practical Workshop - Implementing OKRs in Your Organization

- Workshop: Hands-on application of the tools and strategies covered in the course.
- How to implement OKRs and set measurable goals for your teams and organization.
- Practical steps to create an organizational goal-setting process that drives growth.

Why Attend This Course: Wins & Losses!

- Learn to measure what matters: This course will equip you with the necessary skills to set meaningful goals and measure performance through OKRs and CFRs.
- Achieve organizational excellence: Learn how to foster a culture of accountability and engagement through continuous feedback and recognition.
- Gain industry insights: Benefit from real-world case studies from leading organizations like Google and Adobe.
- Transform performance management: Ditch outdated systems and implement OKRs to track progress and foster growth.
- Practical application: Learn how to implement OKRs and develop a system of continuous improvement to drive measurable results.

Conclusion

If you are looking to improve how your organization sets goals, measures performance, and fosters engagement, Measure What Matters is the ideal course for you. You will learn how to implement OKRs and CFRs, and how to apply them in your organization to create measurable impact and sustained growth. By mastering OKRs, you will be able to set ambitious yet achievable goals, track progress, and create a culture that celebrates feedback, recognition, and performance.

