BLACKBIRD FOR TRAINING

OKR (Objectives and Key Results)

12 – 16 July 2027
Lisbon (Portugal)

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Introduction

In today's fast-paced business environment, success depends on more than just strategy—it requires alignment, focus, and execution. That's where Objectives and Key Results OKRs come in. But what is an OKR, exactly?

OKRs are a goal-setting methodology designed to help organizations define measurable goals and track their outcomes. First introduced by Intel and later adopted by companies like Google, LinkedIn, and Spotify, OKRs are now considered an essential component of modern business leadership.

This OKR training course is designed to give you a comprehensive understanding of the OKR process, from writing powerful objectives to implementing OKRs at scale. You'll learn the definition of OKRs, how to differentiate them from KPIs, and how to build a results-driven team using this transformative framework.

Course Objectives

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

- Understand the OKR definition and how it fits within broader strategic planning.
- Apply the OKR methodology to define, align, and execute business goals effectively.
- Learn to distinguish between OKR goals, KPIs, and other performance indicators.
- Write clear and measurable objectives and key results for various teams and departments.
- Implement a full OKR management system, including planning, execution, and review.
- Utilize best practices for tracking OKRs using modern tools and dashboards.
- Gain insights into OKR best practices and avoid common pitfalls in implementation.
- Acquire practical experience in using OKRs to drive performance and accountability.

Course Outlines

Day 1: Introduction to OKRs & Strategic Goal Setting

- What is an OKR goal? Understanding the history and evolution of OKRs.
- The OKR framework: breaking down objectives and key results.
- Key differences between OKRs, KPIs, and traditional goal-setting systems.
- Benefits of OKRs: Why top-performing companies use them.

Day 2: Defining and Writing OKRs

- How to write effective, inspiring objectives.
- Crafting measurable and ambitious key results.
- Aligning OKRs with the company's mission and strategy.
- Identifying and correcting common mistakes in OKR writing.

Day 3: OKR Implementation in Business Environments

- Cascading OKRs across departments for full alignment.
- Creating an OKR management plan with clear responsibilities.
- Establishing OKR cycles quarterly, annual.
- Tools for OKR tracking: Spreadsheets vs. platforms Perdoo, Ally.io, etc..

Day 4: Monitoring, Evaluating & Adjusting OKRs

- Best practices for OKR tracking and weekly check-ins.
- Conducting OKR reviews and adjustments.
- Handling roadblocks and low-performing OKRs.
- Promoting a culture of continuous improvement.

Day 5: Advanced OKR Strategies and Applications

- Stretch goals vs. committed goals: choosing the right mix.
- Case studies: OKR implementation at Google, LinkedIn, and startups.
- Scaling OKRs across remote teams and global enterprises.
- Final hands-on workshop: building your own OKR project.

Why Attend This Course: Wins & Losses!

- Gain a solid foundation in OKR meaning, application, and value.
- Learn to implement OKRs in business across various industries.
- Develop real-world OKRs in guided workshops.
- Receive expert feedback on your OKR strategy.
- Master the OKR design process with hands-on tools and templates.
- Position yourself as a certified OKR implementation consultant or strategist.

Conclusion

OKRs are more than a trendy buzzword—they are a structured, proven method for aligning teams, driving accountability, and delivering measurable results. By mastering Objectives and Key Results, you empower your team and organization to focus on what truly matters.

Whether you're a team leader, project manager, or executive, this Objectives and Key Results training equips you with the tools to drive clarity, commitment, and performance across all levels.

Join us in this transformational journey to become an expert in OKRs and help your organization unlock its full potential through strategic goal-setting and disciplined execution.