

## Measure What Matters (OKRs and CFRs Expert)

*Malaga (Spain)*

*2 - 6 June 2025*

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Code: PS28 From: 2 - 6 June 2025 City: Malaga (Spain) Fees: 4700 Pound

### Introduction

In the fall of 1999, the West had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world or even survive, Google had to learn how to make tough choices on priorities while keeping their team on track. They had to know when to pull the plug on losing propositions, to fail fast. They needed timely, relevant data to track their progress--to measure what mattered.

### Course objective of Measure What Matters

- Have a different approach to measures and measurement
- Identify and explain OKRs & CFRs
- Enjoy hi-tech and world-class case studies from the masters
- Have a critical glass to performance management and management itself
- How you can use these tools to make change possible and easy

### Course outlines of Measure What Matters

#### Day 1

- OKRs & CFRs what are they? Wherefrom did they come?
- OKRs in Action
- Google's OKRs and its power
- Operation crush

#### Day 2

- Focus and commit to priorities
- Align and connect the for teamwork
- Track for accountability
- Stretch for amazing
- Cases studies from YouTube and Chrome

#### Day 3

- The new world of work

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Continuous performance management; OKRs & CFRs
- How conversations, feedback, and recognition help to achieve excellence
- Ditching annual performance reviews
- The Adobe case study

#### Day 4

- Baking better everyday
- How OKRs catalyze a culture
- How CFRs nourish culture
- Overcoming OKR resistance through culture change

#### Day 5

Practical workshop on how you can apply these ideas at work

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