

## Measure What Matters (OKRs and CFRs Expert)

*Casablanca (Morocco)*

*4 - 8 November 2024*

UK Training

# PARTNER



## Measure What Matters (OKRs and CFRs Expert)

Code: PS28 From: 4 - 8 November 2024 City: Casablanca (Morocco) Fees: 3700 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 knight) on it. The pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- 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

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe

izmir



Podgorica (Montenegro)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia )



Bangkok (Thailand)



Beijing (China)



Moscow (Russia )  
(Malaysia)



Singapore (Singapore )



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)

UK Training  
**PARTNER**

## Blackbird Training Clients



UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Refinement

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [training@blackbird-training.com](mailto:training@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

