

Measure What Matters (OKRs and CFRs Expert)

Casablanca (Morocco)

3 - 7 November 2025

UK Training

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Code: PS28 From: 3 - 7 November 2025 City: Casablanca (Morocco) Fees: 3300 Pound

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 looking 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 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? Where did they come from?
- OKRs in Action.
- Google's OKRs and their power.
- Operation crush.

Day 2

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

Day 3

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- The new world of work.
- 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 every day.
- 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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