

## Measure What Matters (OKRs and CFRs Expert)

*Baku (Azerbaijan)*

*8 - 12 September 2025*

UK Training

# PARTNER



## Measure What Matters (OKRs and CFRs Expert)

Code: PS28 From: 8 - 12 September 2025 City: Baku (Azerbaijan) Fees: 4400 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 queen, a rook, and a knight) 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.

UK Training  
**PARTNER**

- 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.

UK Training  
**PARTNER**





## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**



## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## 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 Elevation

### 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

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

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



UK Training  
**PARTNER**

The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.