

## Measure What Matters (OKRs and CFRs Expert)

*Kuala Lumpur (Malaysia)*

*27 - 31 October 2025*

UK Training

# PARTNER



## Measure What Matters (OKRs and CFRs Expert)

Code: PS28 From: 27 - 31 October 2025 City: Kuala Lumpur (Malaysia) Fees: 4200 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 who aim 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 Objectives

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

- Approach performance measurement in a revolutionary way, utilizing OKRs and CFRs.
- Identify and explain OKRs and CFRs and their role in improving organizational performance.
- Analyze case studies from industry leaders such as Google and Adobe.
- Critically assess performance management and management systems themselves.
- Use OKRs and CFRs as tools for change management and achieving organizational excellence.

### Course Outlines

#### Day 1: OKRs & CFRs - What Are They? Where Did They Come From?

- OKRs and CFRs: Understanding the basics and origins.
- OKRs in action: How companies like Google leverage OKRs to boost performance.
- The concept of Operation Crush: A deeper dive into OKRs implementation.

#### Day 2: Focus and Commit to Priorities

- Align and connect teamwork using OKRs to establish organizational clarity.
- Track for accountability: How to measure the progress of OKRs and ensure teams are aligned.
- Stretch for amazing: Setting ambitious goals with OKRs.
- Case studies from YouTube and Chrome: Learn how these tech giants implement and measure OKRs to achieve outstanding success.

#### Day 3: The New World of Work

- Continuous performance management: How OKRs and CFRs are transforming traditional performance evaluation.
- How conversations, feedback, and recognition help to drive excellence in performance.

UK Training  
**PARTNER**



- Why ditching annual performance reviews is necessary, and how it benefits your organization.
- Adobe case study: How Adobe implemented continuous performance management.

#### Day 4: Baking Better Every Day

- How OKRs catalyze a culture of performance and growth.
- How CFRs nourish and sustain organizational culture.
- Overcoming OKR resistance: Strategies for changing the culture to embrace OKRs.
- Practical steps for creating a results-driven culture using OKRs and CFRs.

#### Day 5: Practical Workshop - Implementing OKRs in Your Organization

- Workshop: Hands-on application of the tools and strategies covered in the course.
- How to implement OKRs and set measurable goals for your teams and organization.
- Practical steps to create an organizational goal-setting process that drives growth.

#### Why Attend This Course: Wins & Losses!

- Learn to measure what matters: This course will equip you with the necessary skills to set meaningful goals and measure performance through OKRs and CFRs.
- Achieve organizational excellence: Learn how to foster a culture of accountability and engagement through continuous feedback and recognition.
- Gain industry insights: Benefit from real-world case studies from leading organizations like Google and Adobe.
- Transform performance management: Ditch outdated systems and implement OKRs to track progress and foster growth.
- Practical application: Learn how to implement OKRs and develop a system of continuous improvement to drive measurable results.

#### Conclusion

If you are looking to improve how your organization sets goals, measures performance, and fosters engagement, Measure What Matters is the ideal course for you. You will learn how to implement OKRs and CFRs, and how to apply them in your organization to create measurable impact and sustained growth. By mastering OKRs, you will be able to set ambitious yet achievable goals, track progress, and create a culture that celebrates feedback, recognition, and performance.

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on different squares. The background features a series of concentric, light gray circles, creating a sense of depth and focus on the chess pieces.

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)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



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)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



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



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
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

Artificial Intelligence (AI)  
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

 www.blackbird-training.com

UK Training  
**PARTNER**

