



regoUniversity

KANSAS CITY • 2024

Sponsored by

ValueOps
by Broadcom

Clarity
by Broadcom

Rally
by Broadcom

ConnectALL
by Broadcom

Insights
by Broadcom

How to Write Great OKRs

Your Guides:

Emma Price, ValueOps Product Marketing | ValueOps® by Broadcom

Heather Kanser, Agile Strategist | ValueOps® by Broadcom

Agenda

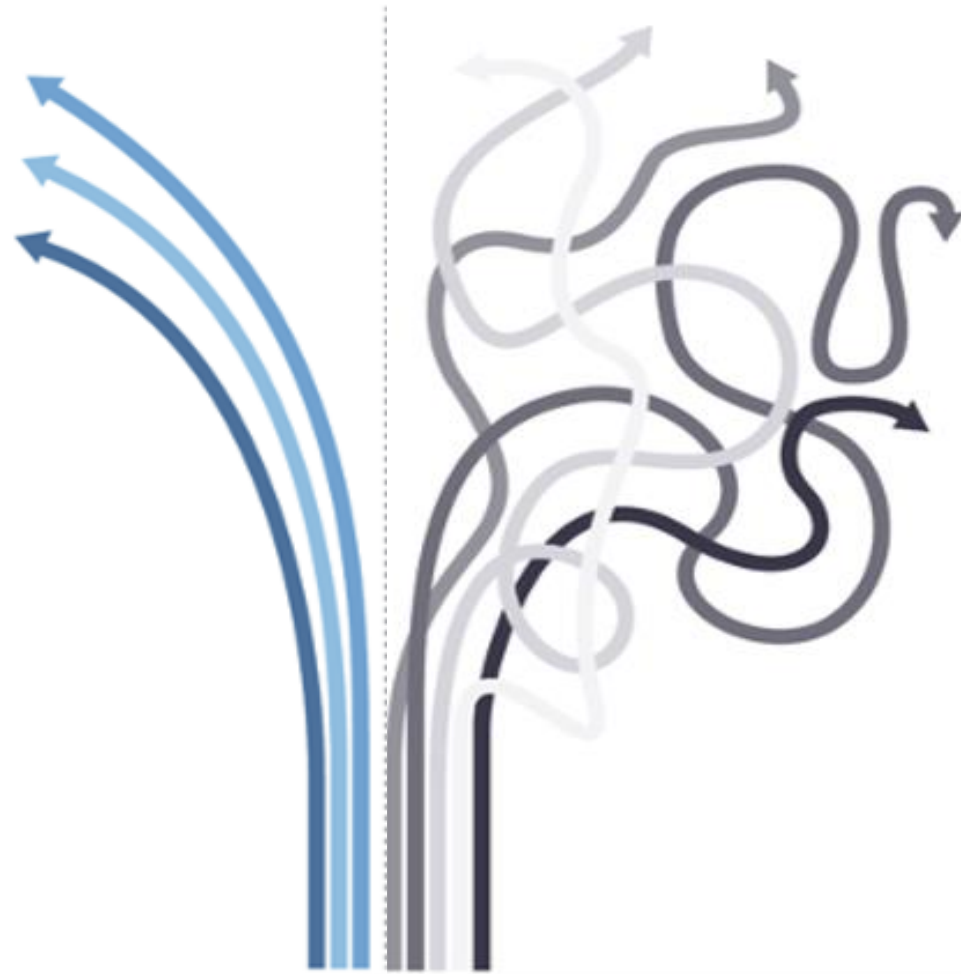
- Basic Concepts
- Developing Effective OKRs
 - 3 Lens Template, Best Practices, Common Mistakes
- Role Playing Scenario
 - Write your own OKRs - 45 mins

OKR - Purpose

- To inspire and motivate
- Creates alignment, engagement and focus
- Horizontally and vertically (Networked)
- Identify the value we are seeking to achieve
- Informs everyone on what's important
- Demonstrate forward progress to outcomes

Aligning Around **Value**

Aligning Around **Work**



Developing Effective OKRs



OKR Three Lens Template

We are working on	[Name / Initiative / Strategy]
Because we believe	[Why / Outcome / Objective]
As measured by: <ul style="list-style-type: none">● Action (e.g. “Increase”)● Metric● From – To	[Key Results] <i>What needles are we moving?</i>

Example OKR

We're Working on this... [Name / Initiative / Strategy]

Elevating our understanding of effective OKRs

Because we believe... [Why / Impact / Objective]

Clarity in goal-setting leads to better focus and alignment within the team.

Ambitious yet achievable objectives inspire motivation and innovation.

Measurable outcomes help track progress and drive accountability.

As measured by... [Key Results]

Post-training Skills Matrix Survey indicates a 25% increase in participants' confidence levels in crafting effective OKRs compared to pre-workshop skills matrix

Completion of this training workshop with peer reviewed OKRs

OKR Best Practices

- Pick what matters most
- Create OKRs as a team
- Communicate, communicate, communicate
- Plan, measure, evaluate, adapt
- Align on value not activity
- Revisit OKRs continuously on a planned cadence

Mistakes Companies Make

- Using OKRs as a performance tool
- Creating too many objectives
- Defining tasks as KR
- Creating too many key results
- Writing them and shelving them
- Create OKRs in isolation and pushing them down
- Creating OKRs for every department
- Creating OKRs at the individual level
- Creating OKRs that are too easy/hard
- Not aligning the plan/work to the OKRs

Fist of Five – Consensus Voting

- 5: Wild, unbridled support.
- 4: I think it's a great idea. I wish I would have thought of it.
- 3: I can live with that and support it.**
- 2: I have some reservations that I'd like to talk about.
- 1: I know what OKRs are and I'm not supportive of them at all.



Role Playing Scenario Write Great OKR's



Breakout Groups

We are going to break out into three different groups to create OKRs based on the **Acme Markets Strategy**.

Everyone has clear visibility into the strategy of the organization.

Each team will have a slide in this deck to populate with their OKRs.

Strategy

- 1. Product Diversity and Quality:** We source a wide range of fresh produce, meats, dairy, and pantry essentials, ensuring the highest standards of quality and freshness to meet diverse customer preferences.
- 2. Convenience and Accessibility:** Through strategically located storefronts and online platforms, we provide convenient access to our products, optimizing customer convenience and shopping experience.
- 3. Customer Experience and Engagement:** We prioritize customer satisfaction through personalized services, loyalty programs, and interactive experiences, fostering strong relationships and loyalty within our community.
- 4. Sustainability and Social Responsibility:** Committed to environmental stewardship, we implement sustainable practices throughout our operations, from sourcing to waste management, while also supporting local initiatives to uplift communities.

Example OKR

We are *working on enhancing customer experience and engagement*

Because we believe that our communities need healthy, convenient, diverse, and fresh grocery options to meet their daily needs.

As measured by:

1. **Increase customer satisfaction score (CSAT) by 15%.**
2. Achieve a **20% increase** in the number of repeat customers compared to the previous quarter.
3. Launch a loyalty program and **achieve 5,000 sign-ups** within the first 3 months.

Product Diversity and Quality Team

We're Working on this... [Name / Initiative / Strategy]

Because we believe... [Why / Impact / Objective]

As measured by... [Key Results]

Convenience and Accessibility Team

We're Working on this... [Name / Initiative / Strategy]

Because we believe... [Why / Impact / Objective]

As measured by... [Key Results]

Customer Experience and Engagement Team

We're Working on this... [Name / Initiative / Strategy]

Because we believe... [Why / Impact / Objective]

As measured by... [Key Results]

Sustainability and Social Responsibility Team

We're Working on this... [Name / Initiative / Strategy]

Because we believe... [Why / Impact / Objective]

As measured by... [Key Results]

APPENDIX

Broadcom Team Examples



This past May, we had the opportunity to complete the same exercises with some of our Broadcom team members. See what they came up with in the following slides!



Product Diversity and Quality Team

We're Working on this... [Name / Initiative / Strategy]

To have a large catalogue of high quality products, that meets (or exceeds) the customers requirements for the Boston area

Because we believe... [Why / Impact / Objective]

- To provide a wide variety of fresh and high quality produce
- To support a healthy lifestyle within the community.

As measured by... [Key Results]

- At least 75% of the meat & dairy products are GMO free
- At least 50% of vegetables are sourced from organic farms within 25 miles or less
- No less than 50% of pantry essentials are certified organic

Convenience and Accessibility Team

We're Working on this... [Name / Initiative / Strategy]

On providing an equal shopper experience to all customers of any ability

Because we believe... [Why / Impact / Objective]

That this will increase our revenue and our reputation in the marketplace and and move us to be the No1 Grocery store in the New England

As measured by... [Key Results]

- Customer satisfaction increased by 8% to 98.7%
- 90% of store items reachable by any customer
- Number of customers increases by 1.8%

Customer Experience and Engagement Team

We're Working on this... [Name / Initiative / Strategy]

Enhance Customer Experience and Engagement:

Because we believe... [Why / Impact / Objective]

We prioritize customer satisfaction through personalized services, programs, and interactive experiences, fostering strong relationships and loyalty within our community.

As measured by... [Key Results]

1. Growing loyalty program by 20%
2. Customer specific coupons based on customers prior purchasing habits. Success is measured by 50% coupon usage.
3. Checkout single question survey that gives 1 to 4 stars. Expectation is that 20% will participate in the survey and target satisfaction is 80%.

Sustainability and Social Responsibility Team

We're Working on this... [Name / Initiative / Strategy]

We believe we need to be better environmental stewards

Because we believe... [Why / Impact / Objective]

- The environment is nice
- We like being not dead (and our kids)
- Interplanetary travel is not ready in this quarter

As measured by... [Key Results]

1. Add 3 additional local farmers as vendors and friends (in Jason's mind)
2. Decrease CO2 emissions in our store operations (mostly Sam) by 20% from last quarter's measure
3. Donate 6 more pallets of food to local food pantries



Master Clarity with Rego University

Earn Certifications in Administration, Leadership, and Technical Proficiency

Let Rego be your guide.



Elevate Your Professional Expertise with Rego University Certifications

Rego is excited to introduce our **new certification programs**, designed to enhance your expertise in Clarity administration, leadership, and technical skills. These certifications provide hands-on experience and knowledge to excel in your career.



Certification Requirements:

✓ **Completion:** 12 units per certification track

✓ **Eligibility:** Open to all Rego University attendees



Important Reminder:

To have your certification **credits tracked**, ensure you **complete the class surveys in the app** after each session. This step is critical for certification progress.

Surveys

Please take a few moments to fill out the class survey.
Your feedback is extremely important for future events.

