



STATE OF OKRS

2024

INSIGHTS FROM
STRATEGY EXECUTION
STUDY **2023-24**



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FOREWORD

STRATEGY EXECUTION STUDY

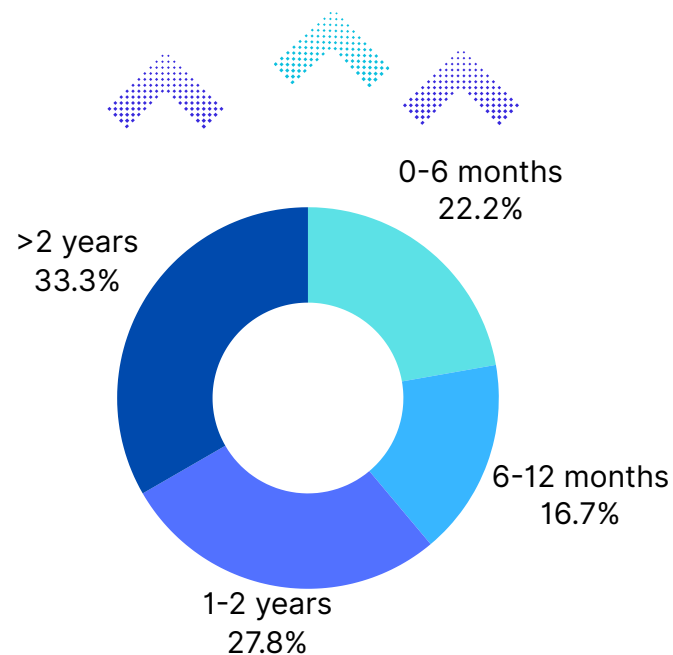


Welcome to the "Fitbots Strategy Execution Study Report 2024."

In this report, we delve into the widespread adoption and impact of OKRs in the ever-evolving business landscape. This survey, conducted in December 2023, captures valuable insights from leaders and teams, offering a snapshot of how organizations are utilizing OKRs to drive success. As you explore the findings within these pages, we hope you gain a deeper understanding of the challenges, triumphs, and best practices associated with OKR implementation.

The contributions of survey participants have been instrumental in shaping this report, making it a valuable resource for professionals navigating the realm of strategic goal-setting. Thank you for joining us on this exploration of OKRs, and may the insights presented here guide your journey toward organizational excellence.

The participants in our survey encompass a diverse range of organizations that have been practicing OKRs for varying durations.



89%

RESPONDENTS RECOMMEND OKRS FOR
STRATEGY EXECUTION

KEY HIGHLIGHTS

OKRs - The **rocket fuel** of strategic clarity and alignment.

A company's growth hinges on two crucial factors: clarity and alignment with its strategic objectives. Clarity breeds confidence and focus towards a clear vision and purpose. It also minimizes internal friction and wasted resources, streamlining operations and driving efficiency. Alignment unlocks the true potential of the workforce, transforming individual contributions into a collective impact that exceeds the sum of its parts. This synergy fuels innovation and agility, enabling the company to adapt quickly to changing market dynamics and capitalize on new opportunities.

In our study, respondents have experienced a significant boost in transparency, clarity, and alignment on company's strategic objectives after practicing OKRs. In essence, OKRs act as a compass and map, guiding individuals and teams toward achieving the company's strategic objectives with clarity and alignment.



Clarity on the company's strategic objectives

47.4%

79.0%



84%

STRONGLY ALIGN TO COMPANY'S STRATEGY WITH OKRS



Alignment with the company's strategic objectives

42.2%

84.2%

BEFORE

AFTER

Key Impact

There are two major challenges faced by many organizations today, transparency about individual roles and responsibilities, and ineffective communication between teams. These issues can significantly hinder productivity, collaboration, and overall organizational success.



OKRS UNLOCK TRANSPARENCY, ALIGN PRIORITIES, FUEL COMMUNICATION

OKRs as a framework addresses these challenges through a multi-faceted approach and commitment from all levels of the organization. By implementing OKRs organizations have been able to foster a culture of open communication and collaboration, creating a more transparent and efficient organization where everyone feels empowered to contribute their best work.



Transparency on who does what



37%



84%

BEFORE OKRS

AFTER OKRS



Communication between teams



42%



74%

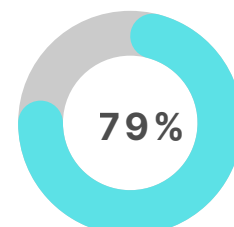
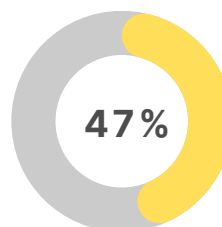
From Silos to Synergy: The Transformative Power of OKRs in Building Connected Teams

Imagine a symphony where instruments fight for dominance, each oblivious to the melody. This is the siloed team, where goals clash and collaboration crumbles. But enter OKRs, the conductors who harmonize individual aspirations with the collective score. Objectives, the shared North Star, unite diverse talents, while Key Results, the measurable milestones, keep everyone marching in rhythm. Suddenly, silos melt away, replaced by a vibrant ensemble where each member amplifies the other, creating a crescendo of success.

This is the transformative power of OKRs - not just aligning goals, but forging connected teams where synergy becomes the strongest instrument.



Collaboration between teams

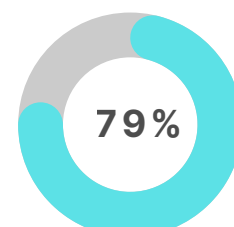
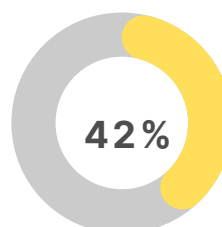


BEFORE OKRS

AFTER OKRS



Cross-functional accountability on goals



Align, Focus, Thrive: How OKRs Turbocharge Your Workplace

OKRs ignite a shared mission across the organization. Crystal-clear objectives unite everyone, regardless of role or department, in pursuit of a common goal. Daily work becomes laser-focused, aligning with the company's strategic compass.



Everyone working towards the same goal



Daily work aligned to company strategy

Prioritization becomes effortless, as OKRs filter out distractions and spotlight the most impactful tasks. And the best part? Measurement is no longer a guessing game. Measurable key results provide a tangible roadmap to gauge progress and celebrate victories, big or small. With OKRs, everyone paddles in the same direction, propelling the company towards a unified destination.



Ability to significantly prioritize better



Ability to accurately measure outcomes

OKRs: The Secret Weapon to Culture Transformation

In the battle for business dominance, mere goals and strategies are blunt instruments. To forge a winning culture, you need a precision tool, Objectives, and Key Results (OKRs).

OKRs transcend traditional goal-setting by igniting alignment, engagement, and agility. Imagine a company where every employee, from the CEO to the intern, understands the overarching objective, how their work contributes to key results, and how progress is measured with radical transparency. This is the OKR magic.

OKRs empower companies to break free from the shackles of mediocrity and forge a culture that thrives on shared purpose, ownership, and rapid adaptation.

84%

**AGREE THAT OKRS LEAD TO A POSITIVE
CHANGE IN ORGANIZATION CULTURE AND
DYNAMICS**



It's important to note that simply implementing OKRs won't automatically lead to positive changes. To be successful, OKRs need to be adopted and implemented in a way that is aligned with your organization's culture and values. This may require investing in training and development to ensure that everyone understands how to use OKRs effectively.

Best Practices



As easy as it may sound, the process of OKR implementation can really get tricky, especially after the first 30 days.

Here are some best practices shared by global OKR practitioners who have mastered a strong foundation to sustain and scale OKRs over a period of time.

01 Form squads or pods

Instead of writing OKRs as departments or functions, it is better to form squads or pods. When multiple team stakeholders come together collectively to work towards common outcomes, the possibilities of breaking silos and leveraging each other's strengths becomes higher - accelerating speed of execution and enhancing agility.

02 Prioritize check-ins

Don't miss the weekly or fortnightly check-in meetings. Most organizations don't have the time or space to allow for delays and rework. When teams meet on a regular basis to align their efforts to Key Results (KRs), they have better visibility on how to control their tasks to achieve the metrics that will make a difference.

03 Integrate OKRs into your everyday routine

Integrate OKRs in your organization's functioning. OKRs should become an integral part of existing governance systems, instead of an additional 'to-do' on a team's list.



Interviews with Experts

Top practitioners share their perspectives on OKR implementation.



Aditya Singh

Business Head, Jewelry International, Titan Company Ltd.

OKRs provide a structured platform for keeping up with the business priorities and still achieving your strategy. The only suggestion that I would give is that OKRs do not replace the individual KRAs. OKRs are used as a guide to deliver the top-most priorities as a team.

[Access the interview recording](#)



Charlotte Stewart

Head of HR, Standard Chartered Ventures and Innovation

The secret to sustaining OKRs is to focus on Key Results and measure them well. Have your team focus on important milestones and achieve them.

[Access the interview recording](#)

The Future of OKRs



In the coming months, brace yourself for OKRs 2.0, a paradigm shift from rigid targets to dynamic playbooks.

The evolution of OKRs promises to shape the way businesses navigate challenges, adapt to technological advancements, and foster a culture of continuous improvement. We can anticipate innovations, trends, and strategic shifts that will redefine how organizations set, track, and achieve their objectives in the years to come.

01 AI-Powered OKRs

Forget the static goal-setting of yore. OKRs 2.0, fueled by AI, are poised to transform goals into living, breathing roadmaps. Imagine goals that morph and adapt in real-time, responding to market shifts, competitor moves, and even employee sentiment.

02 Real-time tracking and alignment

AI will analyze data, predict outcomes, and suggest adjustments, creating personalized playbooks for every team and individual. This dynamic approach will unlock agility, spark innovation, and drive hyper-growth in the AI-powered future. So, fasten your seatbelts, OKR enthusiasts - the goalposts are about to move.

03 OKRs Training and Certification

As organizations ramp up their strategic execution with OKRs, ensuring widespread understanding and effective implementation becomes crucial. Professional training and certification in OKRs best practices will likely become standard, empowering organizations to get the most out of this powerful framework.

OKRs will continue to create the ruffle across industries and segments and as long as it is adopted right, the ripple effect will follow.

Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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