

OKRs at Picup Media



Executive Summary

Picup Media has struggled to successfully implement OKRs.

Despite trying various tools and approaches, the lack of training and understanding of the process has led to failed attempts at implementing OKRs. In order to address this issue, a small team of open-minded leaders from the sales and support teams was selected to undergo a personalized workshop plan.

This plan included exercises in crafting powerful OKRs and understanding when to set ambitious and committed goals. Additionally, the team received training on the introduction to OKRs and goal science. A detailed plan for roll out and implementation was developed, with weekly meetings to track progress and provide check-ins. The team also decided to move from using Google Sheets to Monday.com for the weekly check-in process.

The proposed solution has had a positive impact on the organization. The management team has become experts in OKRs, and the CEO has decided to expand the implementation of the process to other teams within the company.

Case Study

Situation

Picup Media has attempted to implement OKRs multiple times, but has been unsuccessful due to a lack of training and understanding of the process. This has led to the use of various tools without much success. As a result, the organization has not been able to fully realize the benefits of using OKRs, such as increased accountability, improved communication and collaboration, and better goal-setting and tracking.

Proposed Solution

To address the issue of failed OKR implementation, a small team of open-minded leaders from the sales and support teams was selected to undergo a personalized workshop plan. This plan included exercises in crafting powerful OKRs and understanding when to set ambitious and committed goals. Additionally, the team received training on the goal science.

A detailed plan for roll out and implementation was developed, with weekly meetings to track progress and provide check-ins. The team also decided to move from using Google Sheets to Monday.com for the weekly check-in process. This new tool allows for easier tracking and collaboration on OKRs, and the team found it to be more user-friendly than the previous tools they had tried.

Business Impact

The proposed solution has had a positive impact on the organization. The management team has become experts in OKRs, and the CEO has decided to expand the implementation of the process to other teams within the company. Through workshops and training, the other teams are now able to set their own OKRs and understand the process.

The use of OKRs has also led to increased accountability, improved communication and collaboration, and better goal-setting and tracking within the organization. As a result, Picup Media has been able to achieve its goals more efficiently and effectively, leading to increased productivity and overall success.

Acknowledgements

We are grateful for Will's commitment to making this project happen. Will also provided the necessary resources for us to develop a personalized workshop plan.

His leadership and dedication have been instrumental in the successful implementation of OKRs and the positive impact it has had on the organization. We are grateful for Will's trust and support, and we look forward to continuing to work with him and the team on any other projects.

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