



Business Agility through OKR & Digital Transformation

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➤ Need of the hour – Innovation, Agility and Teamwork

How can OKR (Objective Key Results) help you in driving the growth?

> "Focus on Employee Engagement" can create wonders

Need of the hour

- Protect your existing customer base and revenues
- Introduce newer products or service lines
- Reduce the cost of operations

Innovation

✓ Agility (speed, change management)

√ Teamwork (Collaboration)

Winning Characteristics

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Case study 1: The New Luncher





Our mission is to cook and deliver healthy lunchboxes to children at school.

Challenges:

- With COVID, market got closed suddenly for a running business.
- Have to find out alternate business models to keep the company afloat and protect jobs

Options:

- Begin selling food to people at home
- Online grocery store

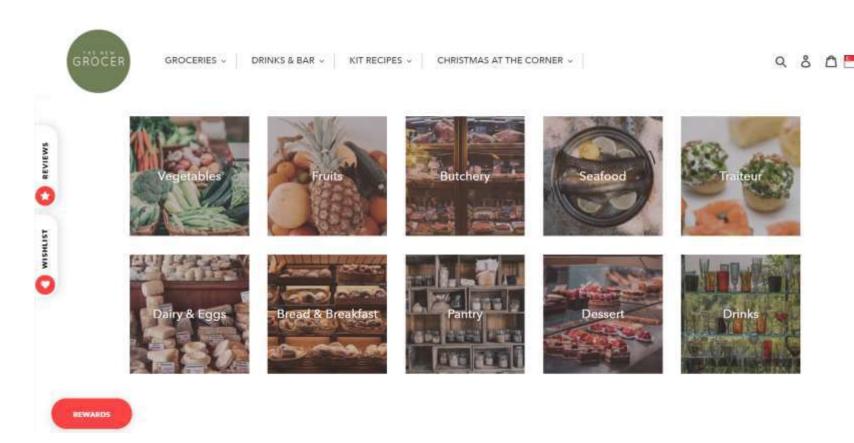


Launched a new online grocery store



Results:

- Launched the online grocery store in July 2020.
- 2. Newer service/revenue channel for the company.



Objective: Launch online grocery store

- Create a website (online store) for people to search, choose and order.
- Create brand promotion plan through web marketing
- Create and Manage the distribution mechanism effectively
- Obtain "Customer Happiness" score and refine the operations

www.thenewgrocer.com



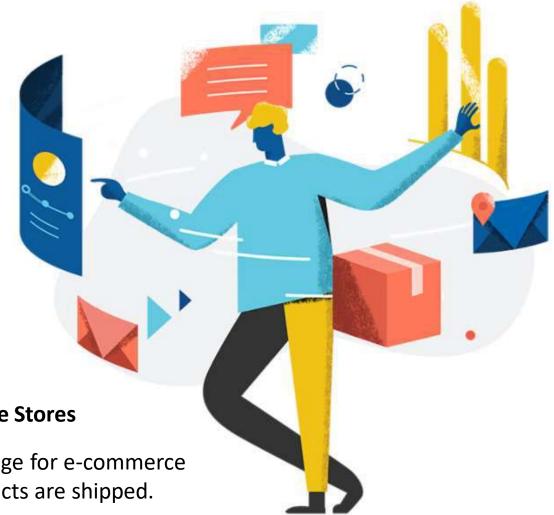


Unlock the possibilities of e-commerce logistics

Excel at customer retention. Deliver excellent customer service. Understand your logistics performance.

Objective: Increase Customer Experience for E-Commerce Stores

Problem statement: Last mile delivery has been a challenge for e-commerce stores and customers to know what/when/how the products are shipped.



Common Characteristics in these Case Studies





- Innovation & usage of technology to reduce friction, drive growth
- Agility speed with which they have executed these ideas
- Collaboration nothing happens with one person. You need a team for execution. And, the team needs to collaborate.



Typical Challenges Impeding the Business Growth



- Struggling to translate the strategy into measurable goals across the organization
- Difficulty in bringing everyone to the same page
- No transparency on the progress or purpose Every team works as an island
- People are focussed on Output and <u>NOT</u> Outcome





OKR is a management methodology - way to run a business by defining clear Objectives & Key Results to be achieved



Objectives – WHAT?

Ambitious, inspirational, direction oriented and strategic

Key Results – HOW?

Objective grading, measurable, uncomfortable, connects to objective

OKR - History & Key Companies using OKR



























Many organizations including Google started using OKRs from their beginning where they had 30-40 employees.

Reach Your Business Objectives with OKR





Set & track OKR in real time

Establish the right priorities and focus for your employees and teams by defining the critical outcomes and company objectives you aspire. When everyone knows what they set out to achieve, the collective effort makes even the impossible possible.



Build strong alignment

Achieve business growth by aligning individuals, teams, and organization's OKRs. Create horizontal and vertical alignment of the interconnected network of OKRs that propel your individual and collective success.



Discover the performance & progress

Uncover OKR progress and status of the organization, teams, and individuals from real-time dashboards. Leverage powerful analytical reports to boost your business performance.



Define company objectives

Define
Department /
team
objectives

Define employee objectives

Update progress, status tracking & Close OKR

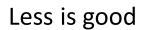
Assess Completion

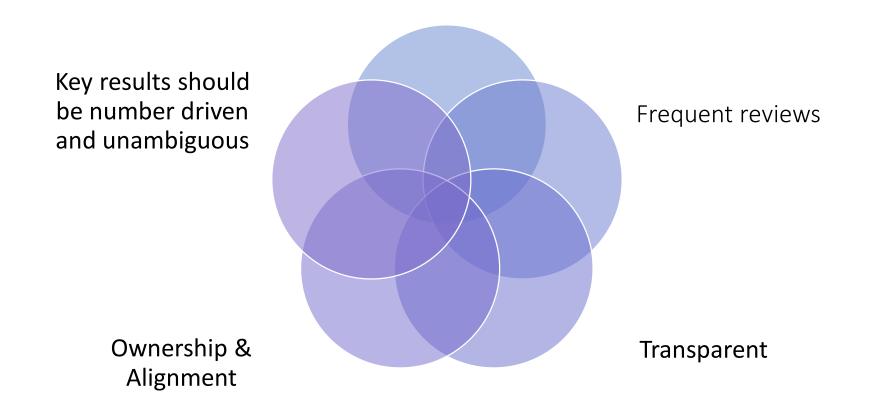


• Objective: Increase recurring revenues

- Reach monthly recurring revenue (\$ MRR) of \$100,000
- Add 30 new customers with new recurring revenue of 40,000\$
- Increase average subscription size to at least \$1,250 per month
- Reduce churn % to less than 1% monthly







Ways to drive Employee Engagement











Define and drive Organizational business objectives successfully

Create transparent environment to drive high Performance culture and Engagement





EBook: Business Agility through OKR

Objectives and Key Results (OKR) is a powerful goal-setting framework that helps in measuring the progress of the workforce toward the objectives. OKRs create alignment, transparent work culture, and collaboration.

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