Strategic Planning and Goal Setting with OKRs Training Course

21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #PMP4576_123927

Course Introduction / Overview:

This comprehensive course provides a deep dive into the Objectives and Key Results (OKR) framework, a powerful methodology for goal setting and strategic execution. Originating at Intel and popularized by visionaries like John Doerr in his seminal book, "Measure What Matters", OKRs have become the go-to system for ambitious organizations seeking to foster alignment, transparency, and a results-driven culture. This program moves beyond theoretical knowledge to provide a practical roadmap for implementation. Participants will explore how to connect long-term strategic planning with tangible, measurable outcomes, ensuring that every team and individual is contributing directly to the company's most critical priorities. At BIG BEN Training Center, we have designed this course to demystify the process, addressing common pitfalls and providing actionable strategies for success. You will learn not just the mechanics of writing effective OKRs but also the cultural nuances required to embed this framework into your organization's DNA, transforming how you set goals, track progress, and achieve unprecedented business agility and focus. This training is an essential investment for any organization aiming to bridge the gap between strategy and execution.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Senior Executives.
- Department Heads and Division Managers.
- Team Leaders and Supervisors.
- Project and Program Managers.
- Human Resources and Organizational Development Professionals.
- Strategy and Corporate Planning Specialists.
- Entrepreneurs and Business Owners.
- Anyone involved in setting and managing organizational goals.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Telecommunications and Media.
- Professional Services and Consulting.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Executive Management and Leadership.
- Operations and Production.
- Human Resources and Talent Management.
- Marketing and Communications.
- Sales and Business Development.
- Product Development and Innovation.
- Information Technology (IT).
- Finance and Accounting.
- Strategy and Corporate Planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Articulate the core principles and benefits of the OKR framework.
- Develop well-crafted, ambitious, and measurable Objectives and Key Results.
- Align departmental, team, and individual OKRs with overarching company strategy.
- Implement and manage a full OKR cycle, including setting, tracking, and reviewing.
- Differentiate between Key Performance Indicators (KPIs) and OKRs and use them effectively.
- Lead productive check-in meetings and quarterly OKR reviews.
- Foster a culture of accountability, transparency, and continuous improvement.
- Identify and overcome common challenges in OKR implementation.
- Integrate OKRs with existing performance management and compensation systems.
- Scale the OKR framework effectively across a growing organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. This course moves beyond traditional lectures to immerse attendees in the practical application of the OKR framework. We utilize a blend of expert-led instruction, real-world case studies from various industries, and hands-on workshops where participants will draft and refine their own OKRs. A significant portion of the training is dedicated to collaborative group exercises and peer-to-peer feedback sessions, allowing for a rich exchange of ideas and problem-solving strategies. Interactive simulations will challenge participants to navigate common implementation hurdles in a risk-free environment. Our facilitators foster a dynamic learning atmosphere, encouraging open discussion and critical thinking. Participants will leave not just with a thorough understanding of OKR theory but with a personalized action plan and the confidence to lead the implementation of this transformative framework within their own teams and organizations. The focus is on building practical skills and ensuring that learning translates directly into improved organizational performance and strategic execution.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Planning and the OKR Framework

- Introduction to strategic planning concepts.
- The history and evolution of the OKR methodology.
- Understanding the core components: Objectives, Key Results, and Initiatives.
- The fundamental differences between OKRs and traditional goal-setting methods like KPIs.
- Exploring the benefits of transparency, alignment, and focus.
- Case studies of successful OKR implementation in leading companies.
- Setting the stage for a results-driven organizational culture.

Unit Two: Crafting High-Impact Objectives and Key Results

- The art and science of writing powerful, inspirational Objectives.
- Defining characteristics of effective Key Results: specific, measurable, and verifiable.
- Distinguishing between activity-based and value-based Key Results.
- Common pitfalls to avoid when drafting OKRs.
- Workshop: Writing your first set of individual and team OKRs.
- Techniques for grading and scoring OKRs to measure progress accurately.
- The concept of "stretch goals" and aspirational vs. committed OKRs.

Unit Three: Implementing the OKR Cycle for Strategic Alignment

- Designing the right OKR cadence for your organization (e.g., quarterly, annually).
- The process of setting OKRs from the top-down, bottom-up, and sideways.
- Techniques for cascading strategy and aligning OKRs across all organizational levels.
- The critical role of regular check-ins and progress updates.
- Facilitating effective weekly check-in meetings and mid-cycle reviews.
- Conducting meaningful quarterly and annual OKR retrospectives.
- Practical exercises in aligning departmental goals with corporate strategy.

Unit Four: Advanced OKR Practices and Integration

- Integrating OKRs with performance management and employee evaluations.
- The debate around linking OKRs to compensation and bonuses.
- Leveraging OKR software and tools to streamline the process.
- Advanced strategies for managing cross-functional dependencies with OKRs.
- Using OKRs to drive innovation and business agility.
- Adapting the OKR framework for different team types (e.g., sales, engineering, marketing).
- Troubleshooting common implementation challenges and resistance to change.

Unit Five: Fostering an OKR Culture and Sustaining Momentum

- The role of leadership in championing the OKR framework.
- Developing a communication plan for a successful OKR rollout.
- Training OKR champions and coaches within the organization.
- Strategies for scaling OKRs from a single team to the entire enterprise.
- Measuring the success and ROI of your OKR program.
- Building habits of continuous feedback and psychological safety.
- Final capstone project: Developing a complete OKR implementation roadmap for a case study organization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the rigid implementation of a framework like OKRs inadvertently stifle the very innovation and agility it aims to promote?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the cultural and leadership aspects essential for successful OKR implementation, rather than merely teaching the mechanics of the framework. While other programs may concentrate on the technicalities of writing goals, we delve into the human dynamics of organizational change. We explore how to foster the psychological safety and transparency required for teams to set ambitious "stretch goals" without fear of failure. The curriculum, guided by principles from thought leaders like John Doerr, is built around real-world case studies that illustrate both successes and failures, providing nuanced, practical insights that cannot be gleaned from textbooks alone. Furthermore, our methodology emphasizes hands-on application through extensive workshops and simulations. Participants do not just learn about OKRs; they practice drafting, aligning, and reviewing them in a collaborative environment. This focus on experiential learning ensures that attendees leave with not only knowledge but also the practical skills and confidence to navigate the complexities of implementing a results-driven culture within their unique organizational context.