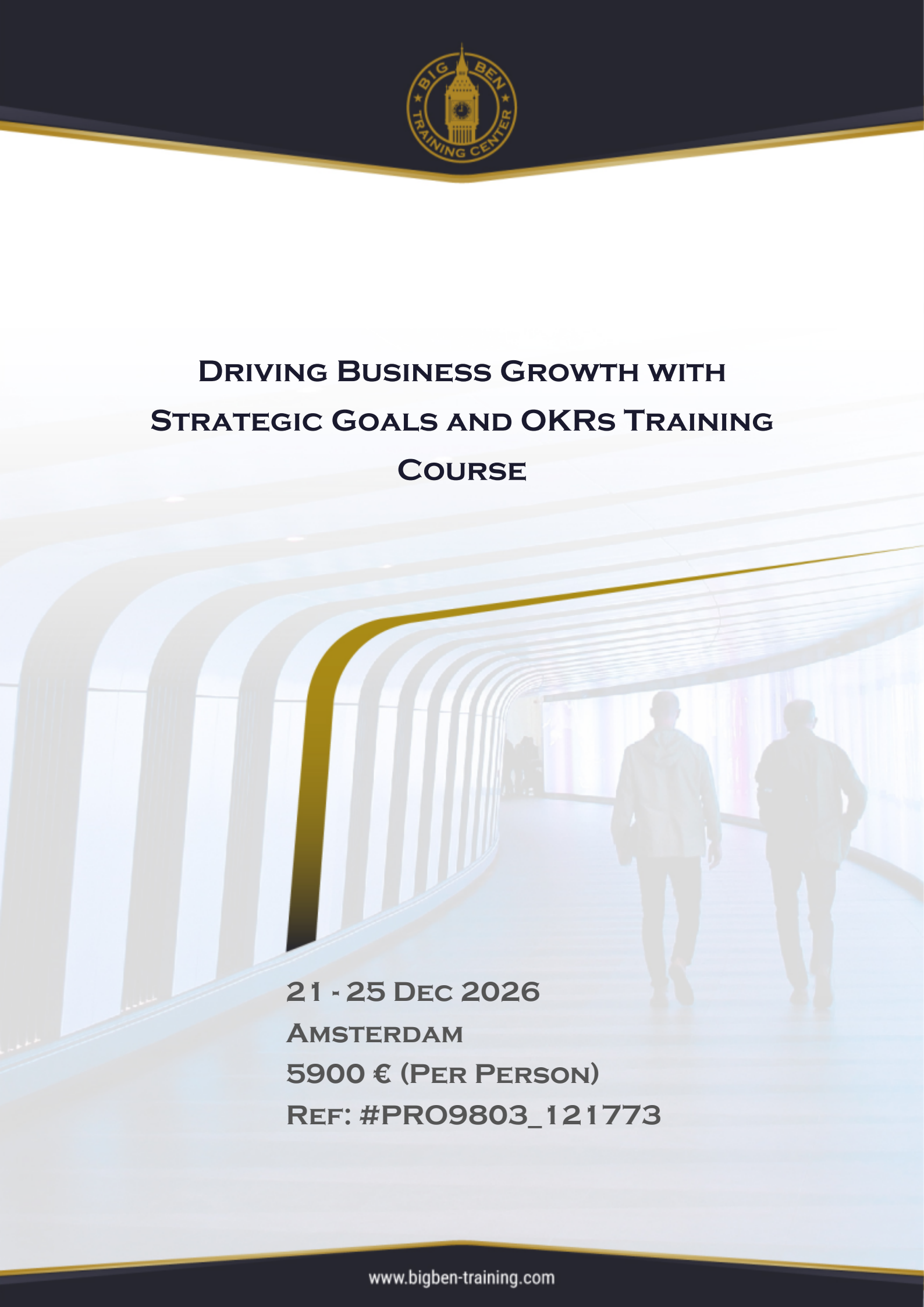
Driving Business Growth with Strategic Goals and OKRs Training Course



21 - 25 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #PRO9803_121773

Course Introduction / Overview:

In today's fast-paced business environment, the critical link between daily activities and overarching strategic vision is often lost, leading to misaligned efforts and stagnant growth. This training course is meticulously designed to bridge that gap by mastering the Objectives and Key Results (OKR) framework, a revolutionary goal-setting system proven to drive focus, alignment, and engagement across an organization. As championed by thought leaders like John Doerr in his seminal book, "Measure What Matters", the OKR methodology transforms how companies approach strategy execution. This program, offered by BIG BEN Training Center, moves beyond theoretical knowledge to provide a comprehensive, hands-on roadmap for successful implementation. Participants will learn not just the "what" and "why" of OKRs but the practical "how" – from crafting compelling objectives that inspire action to defining measurable key results that track real progress. We will explore the nuances of cascading goals, fostering a culture of transparency and accountability, and integrating OKRs seamlessly into your existing performance management rhythms. This course empowers leaders and teams to set ambitious goals, maintain sharp focus on what truly matters, and ultimately accelerate sustainable business growth and innovation.

Target Audience / This training course is suitable for:

- C-Level Executives (CEOs, COOs, CTOs).
- Vice Presidents and Directors.
- Heads of Departments and Senior Managers.
- Team Leaders and Supervisors.
- Human Resources and L&D Professionals.
- Strategy and Corporate Planning Managers.
- Project and Program Managers.
- Entrepreneurs and Business Owners.
- Anyone involved in setting or executing strategic goals.

Target Sectors and Industries:

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

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Strategy and Business Planning.
- Human Resources and Talent Management.
- Operations and Production.
- Marketing and Sales.
- Product Development and R&D.
- Finance and Accounting.
- Information Technology.
- Project Management Office (PMO).

Course Offerings:

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

- Develop a comprehensive understanding of the OKR framework and its core principles.
- Differentiate effectively between Objectives, Key Results, and Initiatives.
- Write powerful, inspiring, and strategically aligned Objectives for their teams and departments.
- Define precise, quantifiable, and outcome-focused Key Results.
- Master the process of cascading and aligning OKRs from the corporate level to individual contributors.
- Implement and manage a full OKR cycle, including planning, check-ins, and retrospectives.
- Facilitate productive conversations around goal setting and performance.
- Integrate OKRs with existing performance management and compensation systems.
- Champion a culture of transparency, accountability, and continuous improvement.
- Identify and overcome common challenges and pitfalls in OKR implementation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe that mastering the OKR framework requires more than passive listening; it demands active participation and hands-on practice. The course is structured around a blend of expert-led instruction, in-depth case study analysis of successful and unsuccessful OKR implementations, and collaborative group workshops. Participants will work in teams to draft, critique, and refine OKRs for hypothetical and real-world business scenarios, fostering a deep, practical understanding of the process. Interactive sessions, facilitated discussions, and peer-to-peer feedback are central to the learning experience, allowing for the exchange of diverse perspectives and solutions. The curriculum emphasizes practical application, providing templates, tools, and actionable strategies that can be taken back to the workplace. Our approach ensures that attendees leave not just with knowledge, but with the confidence and skills to lead a successful OKR adoption within their own organizations, transforming strategy into measurable results.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Goal Setting

- Introduction to modern goal-setting frameworks.
- The history and evolution of Objectives and Key Results (OKRs).
- Contrasting OKRs with traditional methods like MBOs and SMART goals.
- The core principles of the OKR philosophy: focus, alignment, commitment, and tracking.
- Understanding the business case for adopting OKRs.
- The role of leadership in championing an OKR culture.
- Case study analysis of a company's successful transition to OKRs.

Unit Two: Crafting Powerful and Inspiring Objectives

- Defining the characteristics of a strong Objective.
- The art of writing qualitative, aspirational, and time-bound Objectives.
- Aligning departmental and team Objectives with the company's mission and vision.
- Workshop: Drafting and refining company-level Objectives.
- Common pitfalls in setting Objectives and how to avoid them.
- Techniques for ensuring clarity and buy-in from all stakeholders.
- Connecting Objectives to strategic business priorities.

Unit Three: Defining and Measuring Key Results

- The critical distinction between Key Results and Initiatives (Tasks).
- How to write quantitative, measurable, and outcome-driven Key Results.
- Identifying the right metrics that truly measure progress toward an Objective.
- Understanding the difference between leading and lagging indicators.
- Setting ambitious "stretch" goals versus committed goals.
- Workshop: Developing measurable Key Results for sample Objectives.
- Techniques for grading and scoring Key Results effectively.

Unit Four: OKR Implementation and The Cadence

- Designing the complete OKR cycle: setting, tracking, and reviewing.
- Best practices for cascading and aligning OKRs across the organization.
- The importance of vertical and horizontal alignment.
- Structuring and running effective weekly OKR check-ins.
- Conducting meaningful quarterly progress reviews and retrospectives.
- Exploring software and tools for managing and tracking OKRs.
- Developing a communication plan for a company-wide OKR rollout.

Unit Five: Advanced OKRs and Sustaining a Goal-Oriented Culture

- Integrating OKRs with performance conversations and feedback.
- Decoupling OKRs from compensation and bonuses.
- Using OKRs to foster a culture of transparency, accountability, and psychological safety.
- Advanced strategies for handling cross-functional and shared OKRs.
- Troubleshooting common implementation challenges and resistance.
- Scaling the OKR framework in a growing organization.
- Final capstone project: Developing a complete OKR implementation plan for a case study company.

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:

Beyond the framework itself, how can an organization fundamentally shift its culture from a focus on output (tasks completed) to a focus on outcomes (results achieved) when implementing OKRs?

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

This training course distinguishes itself by moving beyond the mechanical "how-to" of writing OKRs to deeply explore the cultural and psychological shifts required for their success. While other programs may focus narrowly on templates and software, our curriculum emphasizes the leadership behaviors and communication strategies essential for fostering a true outcome-driven environment. We dedicate significant time to interactive workshops and real-world case studies, allowing participants to grapple with the nuanced challenges of implementation, such as aligning cross-functional teams, managing stretch goals without causing burnout, and decoupling OKRs from compensation. The course content is enriched with insights on change management, ensuring leaders are equipped not just to introduce a new system, but to champion a new way of thinking about performance and success. By focusing on the "why" behind the "what," we empower participants to become genuine OKR champions who can adapt the framework to their unique organizational context, overcome resistance, and build a sustainable culture of alignment, transparency, and continuous achievement. This focus on practical application and cultural transformation provides a more holistic and impactful learning experience.