



# Defining OKR'S CORRECTLY



## **EVERYONE HAS A PLAN UNTIL THEY GET PUNCHED IN THE FACE!**

*Mike Tyson*

Everything we do is based on the belief that successful people not only pursue a goal, but also have a reason for their actions. We believe that you can increase your impact when you find your “why” and take responsibility for it. To accompany our clients on their journey, we prepare for each appointment professionally, just as a competitive athlete prepares for a competition. So if, during our work together, it becomes apparent that the situation is different than expected, we use our creativity and experience to spontaneously take a different path. But the focus remains the same.

**Our goal at Tree Consulting is to create an environment in which learning and development are not only possible, but also sustainable.**

We understand that change takes time and that every small step counts. That's why we focus on long-term partnerships based on trust, respect, and a shared commitment to progress. Guided by the 70/20/10 principle, we work to ensure that our clients not only achieve their goals, but also positively influence the people and community around them.

## WORK LIKE GOOGLE

Google introduced it very early on—back then with only 50 employees. Today, both start-ups and large corporations use it with great success. According to Google founder Larry Page, this system has accounted for 10% growth in some phases.

Unlock the full potential of your company. With a clear focus on strategic priorities and team alignment, our OKR implementation enables transparent and dynamic goal tracking that effectively leads your company to success.

## RESULTS

01

**Clear objectives:** Goals were precisely defined, leading to greater focus and outstanding performance by the team.

04

**Transparency and tracking:** A high level of transparency in management was ensured, enabling flexible adaptation.

02

**Measurable key results:** Success criteria were established that made progress measurable.

03

**Team alignment:** Activities were consistently aligned with corporate goals, strengthening synergies and eliminating redundancies.

Our successes at Tree Consulting reflect tailor-made strategies that are tailored to the specific needs and circumstances of each client. Therefore, actual experiences, results, and progress may vary from case to case.

## OVERVIEW OF THE PROCESS

### PREPARATION

- In the first step, we develop a deep understanding of the current and target situations so that we can design a completely customized solution.
- Exclusive evaluation for the client regarding the current and target situations..
- What challenges is your team facing?
- Clarification of the framework conditions:
  - Corporate vision
  - Corporate strategy
  - Market

### WORKSHOP

- Understanding OKRs and applying them in a team
- Clarifying roles



Define objectives



Define key results



Weekly focus



Speed up daily

### FOLLOW UP

- Review of the appointment with you as the client
- What measures do we suggest for you to achieve your goals?
- Photo record of the results

### WORKSHOP QUICK FACTS

**Result:** In a short period of time, you will acquire the tools you need to manage the change process.

**Duration:** from 2 days

**Participants:** By arrangement

**Costs:** Daily rate €2,300 (plus design costs and applicable VAT)



# THAT'S WHY TREE

Our core business is the holistic transformation of organizations. With this experience, we take a data-driven yet people-oriented approach to the heart of every company: its employees. We are optimistic about the future, believe in the sustainable and digital innovative strength of small and medium-sized enterprises, and see transformation as an opportunity for a successful European economy and a society worth living in. Driven by this conviction, we support companies with good concepts, creative ideas, and effective product and service solutions to become successful and resilient organizations. In doing so, we also draw on our unique network of top experts from business and science.

TRANSFORMATION EXPERTISE – FOCUS ON SMALL AND MEDIUM-  
SIZED ENTERPRISES – OPPORTUNITY-ORIENTED APPROACH –  
PARTNER NETWORK

Let's get started together.



I am happy to be available for a  
non-binding conversation.

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