

# S.P #2 ALIGN AND CONNECT FOR TERM WORK

PUBLIC GOALS ARE MORE LIKELY TO BE ATTAINED

U.S SURVEY  
92% MORE MOTIVATED TO PERFORM

OKRs

HARVARD BUSINESS  
ALIGNED EMPLOYEES  
MORE THAN TWICE  
TO BE TOP PERFORMERS

VEHICLE FOR  
VERTICAL ALIGNMENT

IMAGINARY  
FOOTBALL  
TEAMS

MOST POWERFUL  
OKRS OUTSIDE  
C-SUITE

TRANSPARENT

CASCADE

GOOGLE  
20% TIME

WHEN HOW IS  
DEFINED BY OTHERS,  
THE GOALS WON'T  
ENGAGE US

GOALS  
IMPROVES  
PERFORMANCE

MY FITNESS PAL STORY  
SWITCHING  
ENGs WEEKLY  
DROPS EFFICIENCY

ROOMED  
WITHOUT  
ENGs  
BUY IN

BIND K.R TO  
DEAD LINE

LEADERSHIP  
ATE UP  
OKRS

INTUIT  
QUICK GET OFF THE  
GRAVE AND BACK ON  
THE TOP.

NO  
BUREAUCRATIC  
TOP-BOTTOM  
CHANGE

VISUAL  
OKRS

AVOID  
SENIORS  
COMMITTEE