

SP: 4 STRETCH FOR AMAZING

INNOVATE NOT ITERATE

HARPER THE GOAL, HIGHER THE PERFORMANCE

STRETCHED WORKERS MORE MOTIVATED AND ENGAGED

INTEL

LEAD RALLYING POINT

GOOGLE
GMAIL

100 MB → 1 GB

GOOGLE

- CHROME HISTORY
- YOUTUBE HISTORY

COMMITTED AND ASPIRATIONAL OKRs

STRETCH GOAL

- NO LONG MATCH TO NOWHERE
- NO IMPOSSIBLE TO ACHIEVE

40% FAILURE IS TOO RISK AND DISCOURAGING.