

# OKRs vs Real Life

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**AUTOVIT**  **Avito**  Domofond.ru  **DOMOZO**  **dubizzle**  **fixly**  **imovirtual**

*letgo*  otodom. **OTOMOTO**  **property24** **shedd**  **STANDVIRTUAL**

**storia** **STRADIA** **TRADUS**



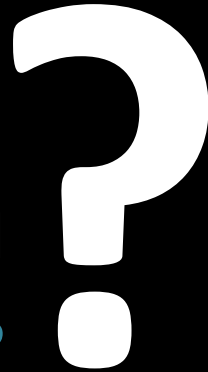
# Problem symptoms

- Strategy goal -> ? ? ? ? ? -> a sprint/feature
- Struggle to focus or say NO to ideas
- Features or projects popped out, while successful locally missed the bigger picture





**HOW TO FOCUS & ALIGN TO REACH  
OUR STRATEGIC GOALS**



# OKRs

OBJECTIVES & KEY RESULTS

# Radical Focus

Achieving Your Most Important Goals  
*with*  
Objectives and Key Results

*(A business book in the form of a fable)*

**CHRISTINA WODTKE**



<https://github.com/domenicosolazzo/awesome-okr/>

<https://rework.withgoogle.com/subjects/goal-setting/>



# THE PILOT

- What if we were doing OKRs already?
- OKRize the roadmap of two teams and act as we do
- What can we learn from that?



# THE PILOT LEARNINGS

- We are much better in KR than in O
- It takes time to define the OKRs, set KPIs and build monitoring tools



# Getting started

- Trained our PMs and Tech Leads
- Objectives based on key strategic initiatives







# Experiments

- Various length and # of objectives
- Same monitoring, different ways of working













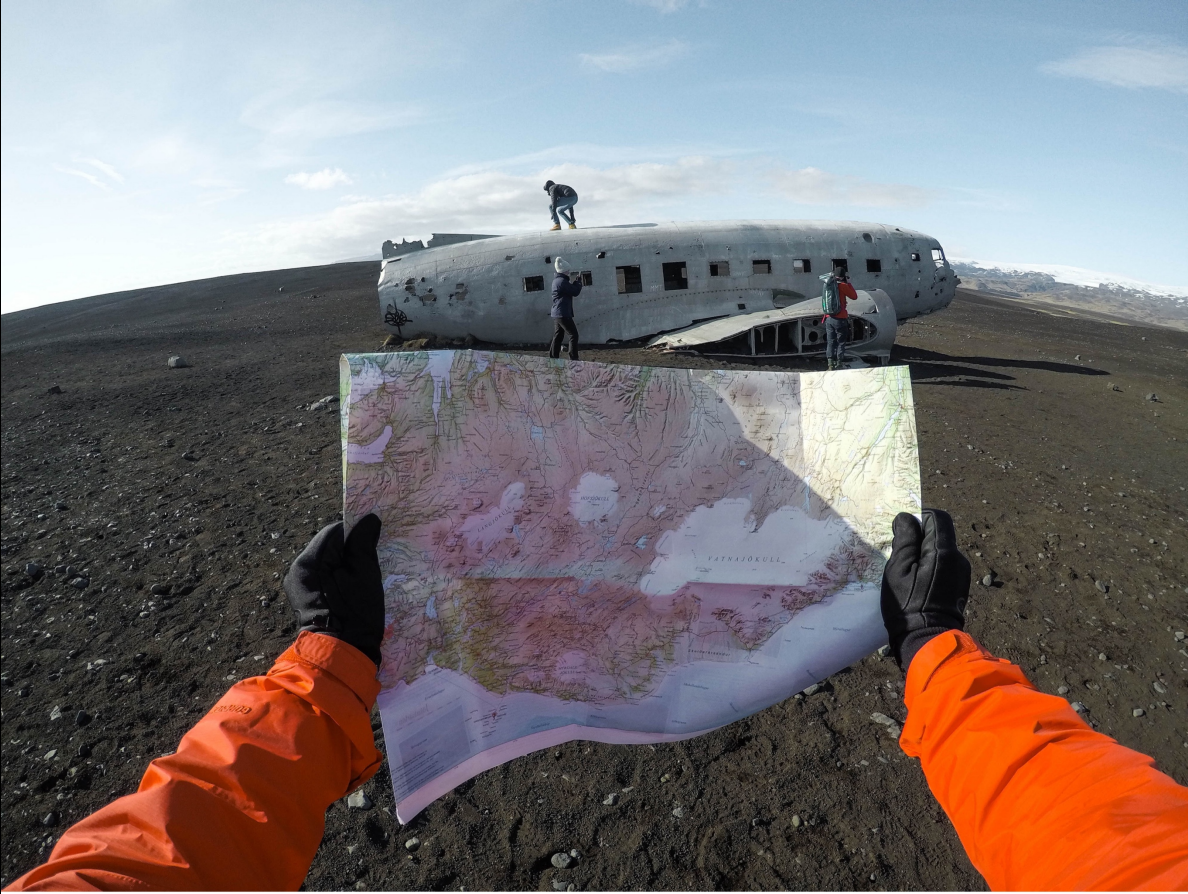
NO

# ITERATE

Each quarter is a **learn&improve** cycle







**N E X T**

Each quarter is a **learn&improve** cycle





SHOULD I  
TRY USING OKRs? ?











NO







**THANK YOU**  
**JAKUB UNIEJEWSKI**  
**@KUBIKU**  
**OLX**

**FEEDBACK IS SUPER WELCOME**

# Credits

- <https://unsplash.com/>
- <https://stocksnap.io/>
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