

# Using Objectives to Guide Your Organization

## Managing and measuring performance through objectives and expectations

Ensuring all parts of your organization are focused on the right outcomes is a challenge. The setting of goals and expectations helps steer companies, reduce risk, and leads to better results. This course gives an overview of goal setting methodologies including Management By Objectives and Objectives and Key Results (OKRs), teaching the benefits and pitfalls of these mechanisms and their effects on your organization.

**Audience:** managers, leaders, and executives who want to better understand the gains and pitfalls of managing through objectives

**Length:** 1 day

Customizations upon request

### Topics

- A brief history of corporate goal setting
- You get what you measure
- Management by Objectives: key concepts, successes, and limitations
- OKRs: key concepts, successes, and limitations
- Top-down vs bottom-up objective setting
- Objective setting and different organizational levels
- Cultural change is hard
- Leadership through coaching

The course is taught using interactive exercises and business case studies, giving participants practical insight into the impacts of management through goals and objectives on their company.