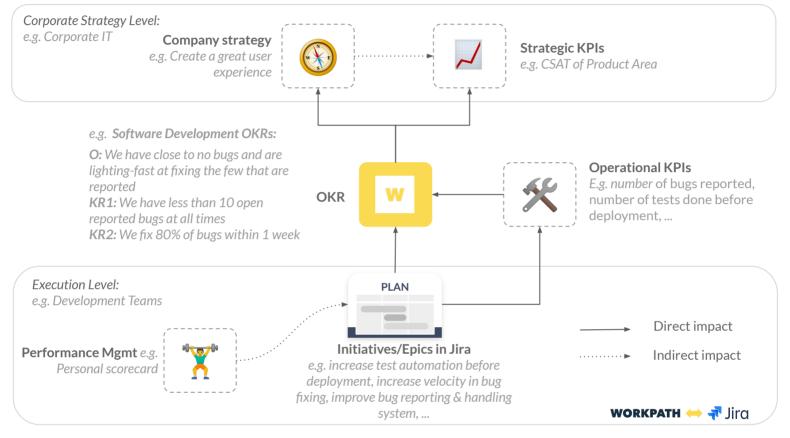
THE CORPORATE STRATEGY COCKPI

OKRs are the missing link between a strategy and its execution. Leading organizations effectively connect strategy to operative work with a flexible system of artefacts that enables the organization to stay adaptive.



The central strategic artefacts of the Corporate Strategy Cockpit are the OKRs who work as a steering system for achieving your strategic goals. They enable teams and leaders to actively steer the value creation with early indicators informing them about their progress towards driving customer and business value while staying aligned towards their long term mission.

OPERATIONAL AND STRATEGIC ARTEFACTS

OKRs describe & measure value

teams are planning to generate, &



Company strategy can include artefacts such as a long or mid-term strategy, mission, vision, purpose



Performance Mgmt as a separate HR artefact, fosters & measures employees' growth to unleash individual potential





Initiatives on Execution Level include output plans, e.g. project management, product development, operational tasks to be developed to reach outcomes



Strategic KPIs measure the performance of a company in retrospect & show if it reaped the benefits of the generated value.



Operational KPIs measure the quality of ongoing operative work & value creation, therefore playing a significant role in driving customer value