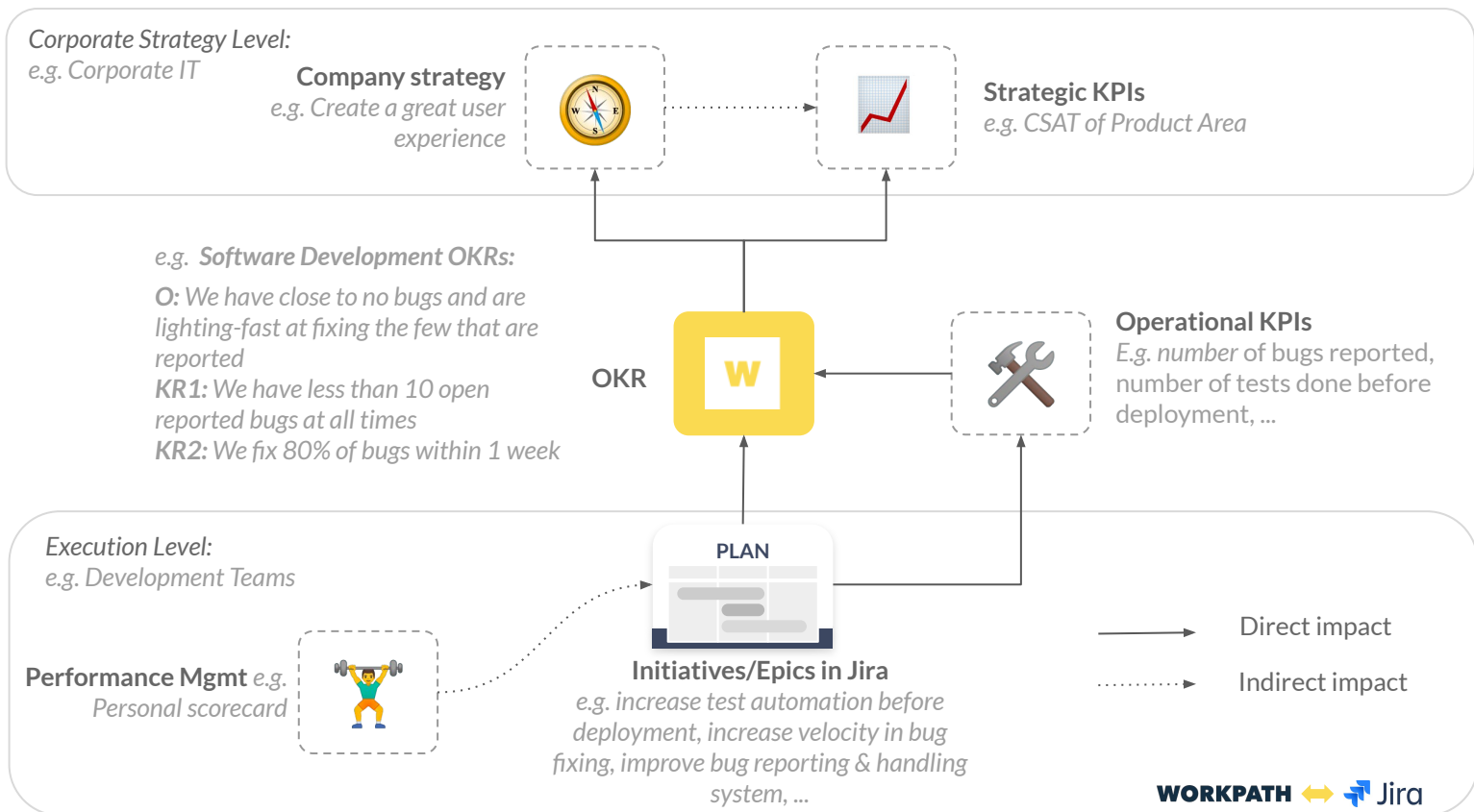


# THE CORPORATE STRATEGY COCKPIT

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

