003 - Activity - Create OKRs

Optional Activity: Create OKRs for your project

- **Activity Overview**
  - Practice creating OKRs for a project
  - Analyse a scenario
- **Scenario**
  - *Background*
    - Wonder City is a mid-sized city where increasing growth and traffic are impacting quality of life.
    - According to a recent market assessment, the region's population is expected to double in the next five years.
    - Job growth is expected to increase by 48%.
    - This growth will impact street networks, parking and mobility.
    - Wonder City has several city-wide objectives related to reducing traffic congestion and improving the city's infrastructure.
    - In order to support these city-wide objectives, the Wonder City Transportation Authority (WCTA) will be launching five new bus lines.
    - This initiative has been nicknamed Project Move It.
  - *Additional Notes*
    - The project needs to be completed within two years.
    - Community member buy-in and support for the locations of the new bus lines will be required.
    - The project must adhere to all government regulations.
    - Stops along the new bus lines must connect neighboring suburbs to downtown and public resource facilities.
    - Bus lines must service at least 50% of the most densely-populated areas of Wonder City.
    - The project is intended to help improve wait times and increase ridership.
    - The plan includes a marketing campaign to promote the new lines.
- **What to do**
  - **Draft objectives**
    - **Objectives**
      - Actively and meaningfully engage the public to generate buy-in and project support.

- Make it easy to get around the greater Wonder City area via public transportation.
- Promote public transportation as a convenient alternative to driving.
- Provide a reliable and consistent public transportation service.
- **Objectives have to be...**
  - **Aspirational**
    - Is the objective challenging and inspiring?
  - **Aligned with company goals**
    - Does the objective support company and/or departmental OKRs?
  - **Action-oriented**
    - Does the objective motivate the team to take initiative?
  - **Concrete**
    - Can the project team easily grasp the objective?
  - **Significant**
    - Will achieving the objective make a meaningful impact or change from where you are currently?
- **Add key results**
  - **Key results**
    - **Should address...**
      - Does the key result help define success for your team?
      - Can it be measured to prove that you've achieved your objective?
      - Is it specific and time-bound?
      - Is it ambitious yet realistic?