MicroCanvas Framework v2.0 - Objectives and Key Results

MCF-Tools-Core-1.2-OKR v2.0 - EN

2023.12.20

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by Informatik LLC

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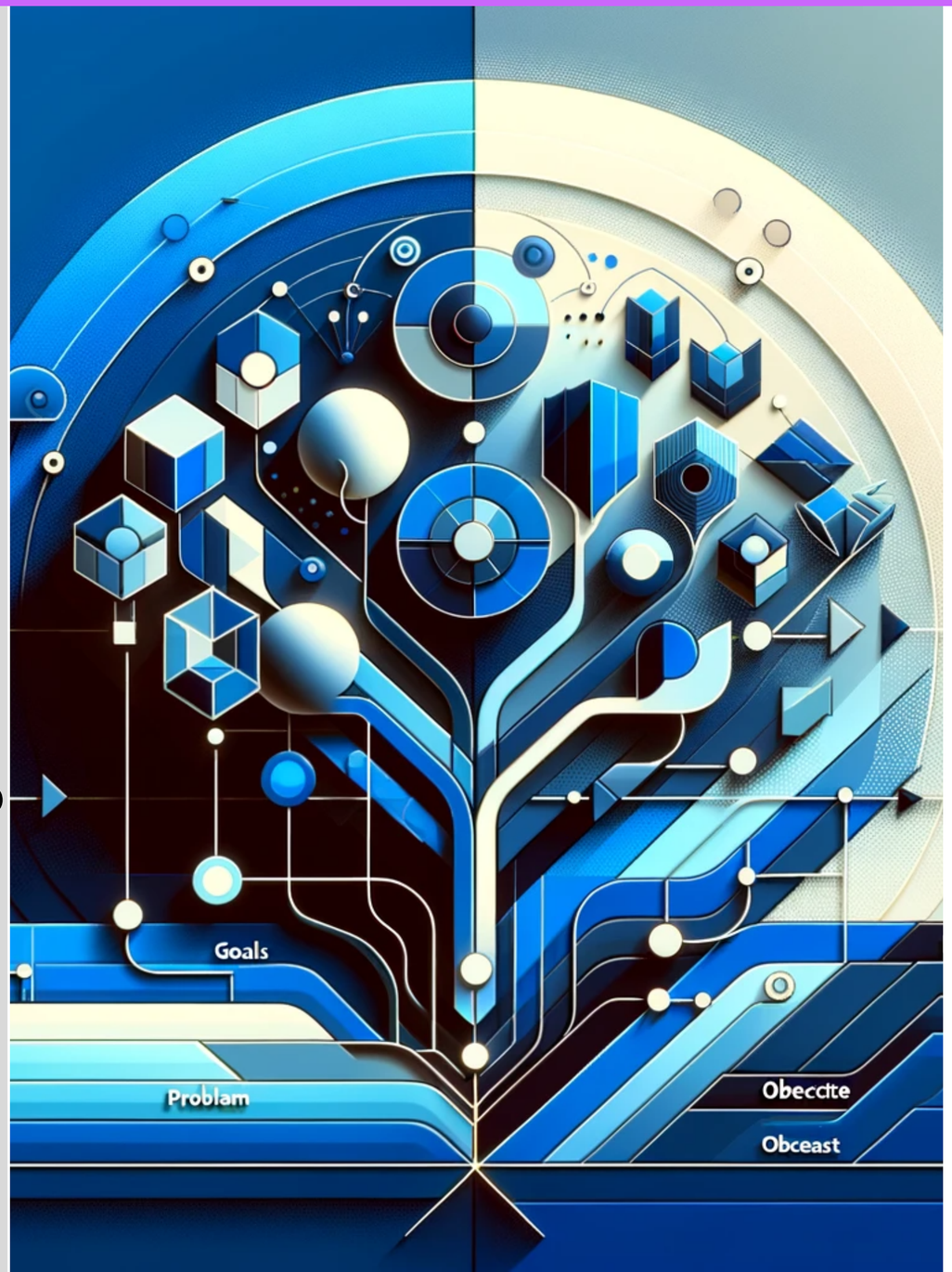
Organizational context



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Process objectives

In the Objective Analysis step, we transform identified problems into goals.

The negative issues outlined in the problem tree are reimagined as positive future outcomes, forming an objective tree.

This tree follows a means-to-end structure and, in its simplest form, mirrors the problem tree's structure.

Core Tools

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Process requirements

The Objective Analysis process begins with the outputs generated from the Problem Analysis phase.

This input comprises a comprehensive Problem Tree detailing causes and effects related to the main issue and a clearly defined main problem statement.

The Problem Tree serves as a foundational element, providing a structured overview of the challenges identified, which you then transform into actionable goals during the Objective Analysis.

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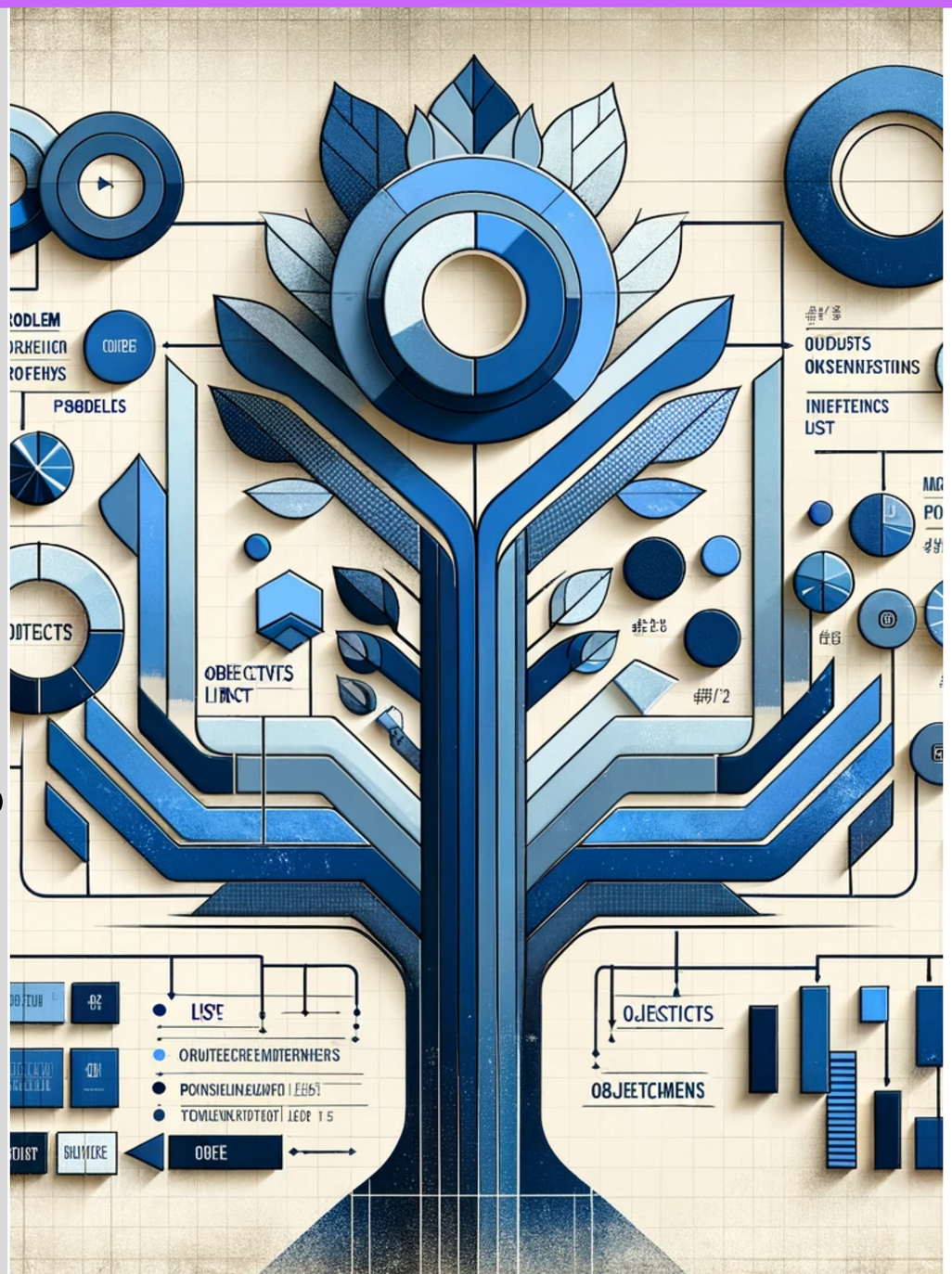

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General description

With this process, you and your team will efficiently analyze and structure your understanding of the current situation, culminating in a concise one-line problem statement.

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Convert Problems to Positive Goals

Instructions: Transform each problem in the problem tree into a positive condition or goal.

Example: "*Decrease in savings*" becomes "*Increase in savings stability for urban Latin American households*."

What	How (action)	Metric	When/Where (boundary)

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Validate the Objective Tree.

Instructions: Ensure the objective tree's means-ends relationships are realistic and complete**.**

Example: Revise "*Improved economic stability in urban regions*" to be more specific, like "*Achieve a 5% annual increase in urban household savings.*"

What	How (action)	Metric	When/Where (boundary)

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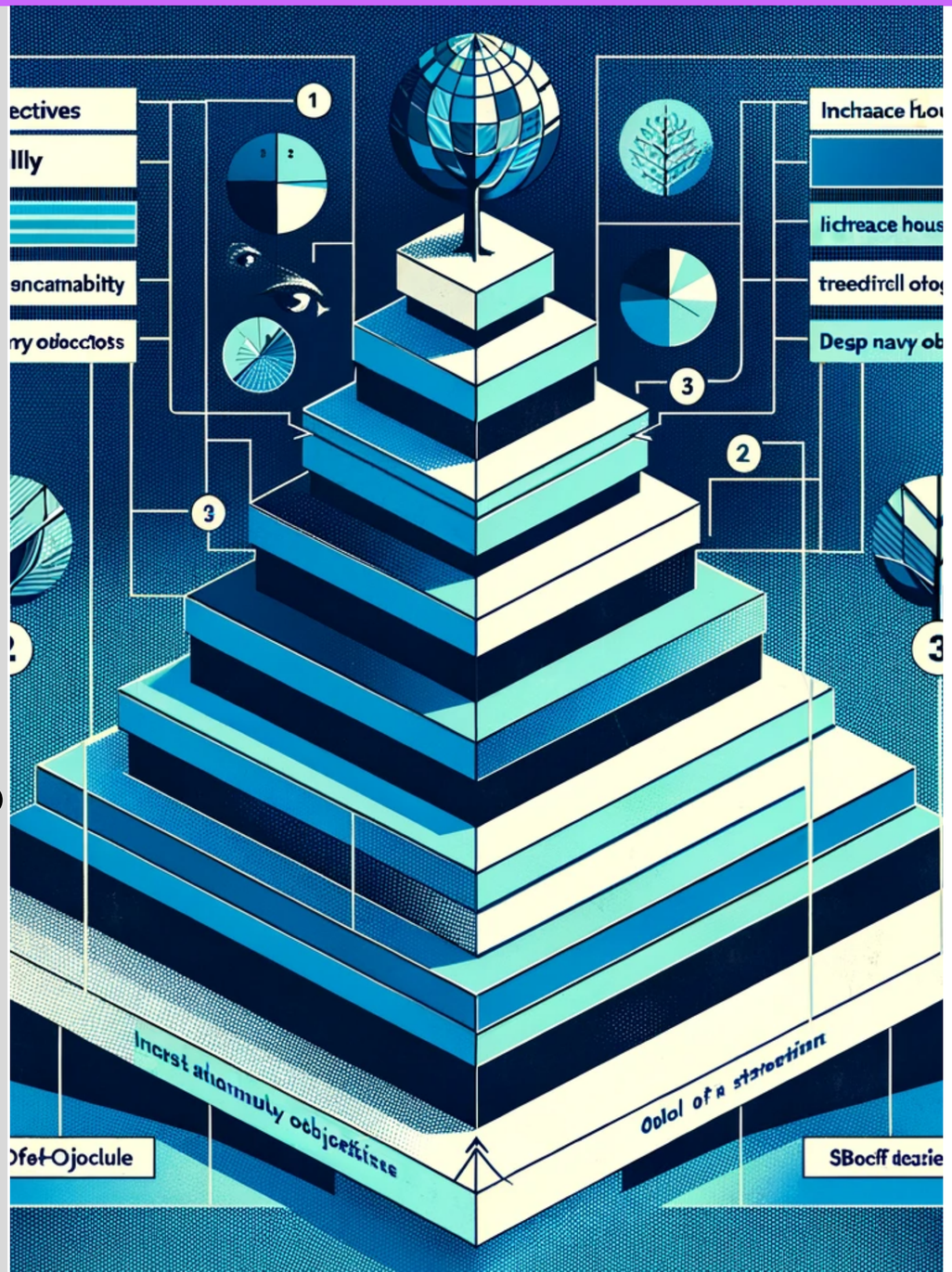

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List Objectives Hierarchically.

Instructions: Organize objectives starting with the primary goal, then secondary and tertiary objectives**.**

Example: Main Objective: "*Enhance financial stability in urban Latin America.*"

Under this, list Level 1 Objective: "*Increase household savings by 2% annually*."

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Define Key Results for Each Objective.

Instructions: Assign measurable results to each objective.

Example: For the objective "*Increase household savings*," set a key result like "*Achieve a 2% increase in savings rates per year*."

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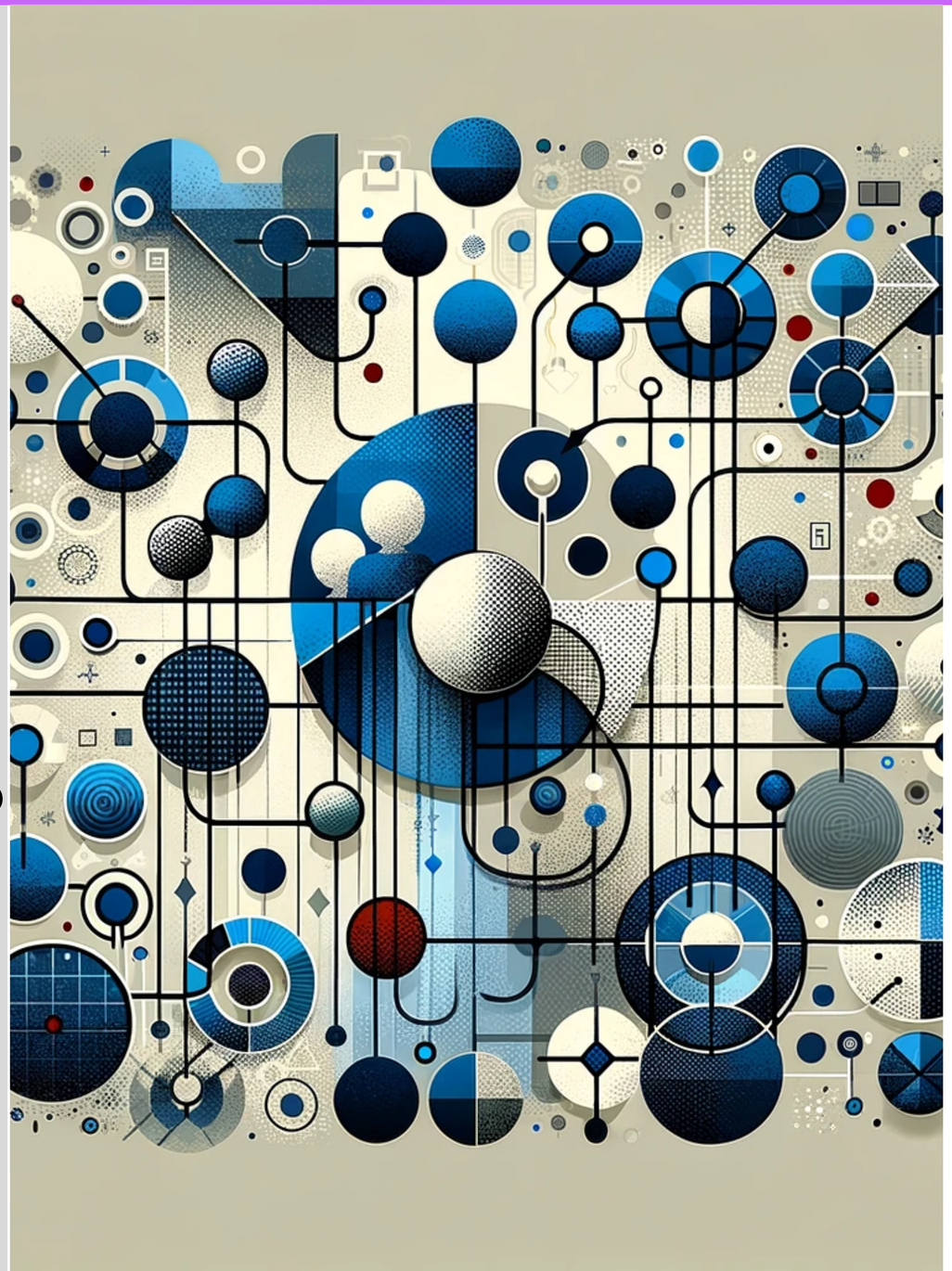

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Set Department and Individual Goals (Optional).

Instructions: Work with teams to define specific objectives and key results at departmental and individual levels.

Example: An objective for a financial education department might be to "*Develop and implement three new savings education programs annually.*"

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Apply to Product and Business Models.

Instructions: Conduct reviews at each product development phase (discovery, validation, efficiency, and scale), aligning them with the objectives and key results.

Example: During the Product Concept Review, confirm that the *new savings account* design aligns with *increasing household savings rates*.

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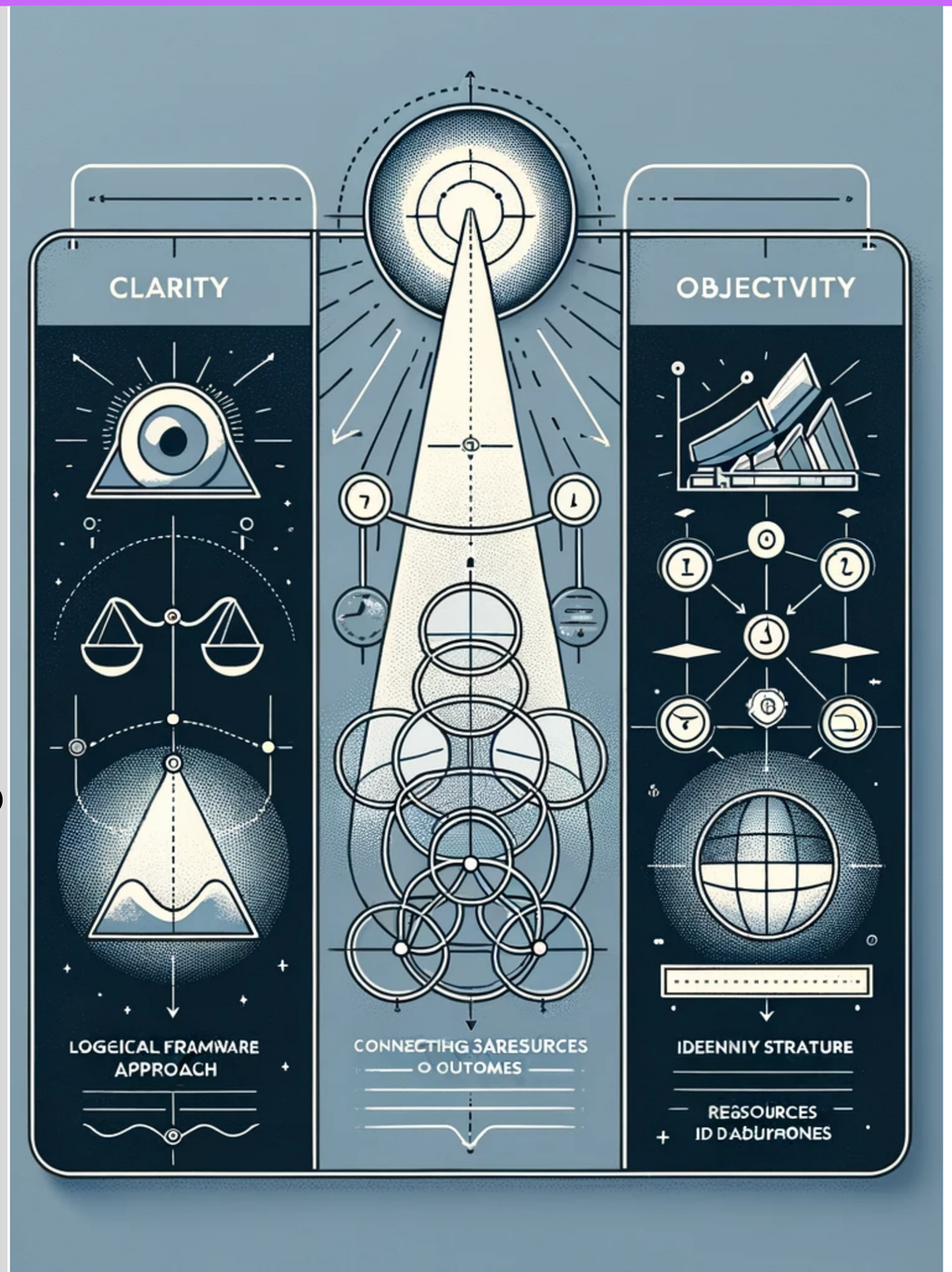

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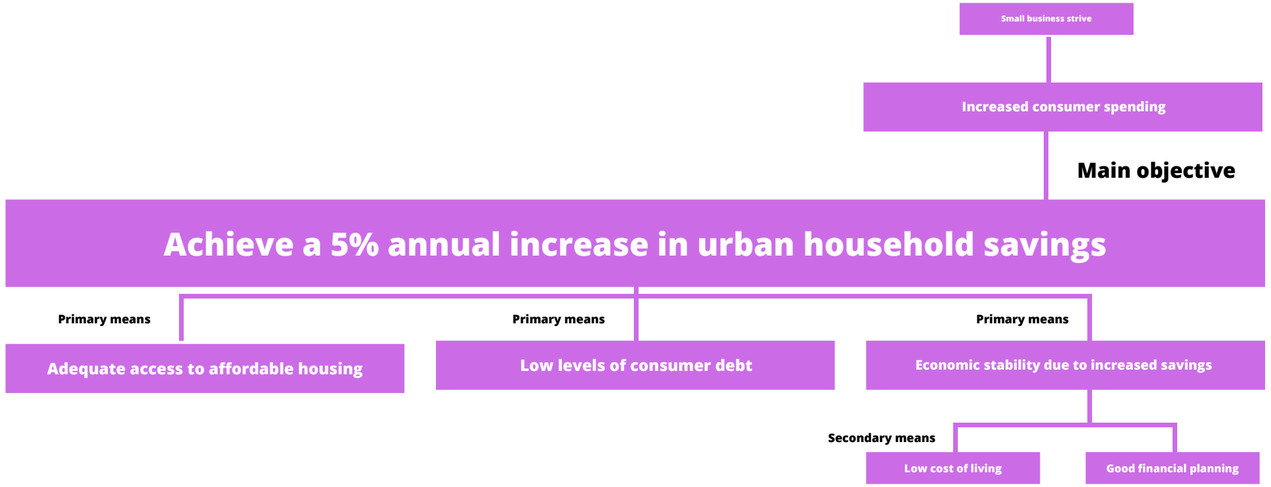
Create a list of your main objectives and corresponding key results

OBJECTIVE ANALYSIS USING THE LOGICAL FRAMEWORK APPROACH



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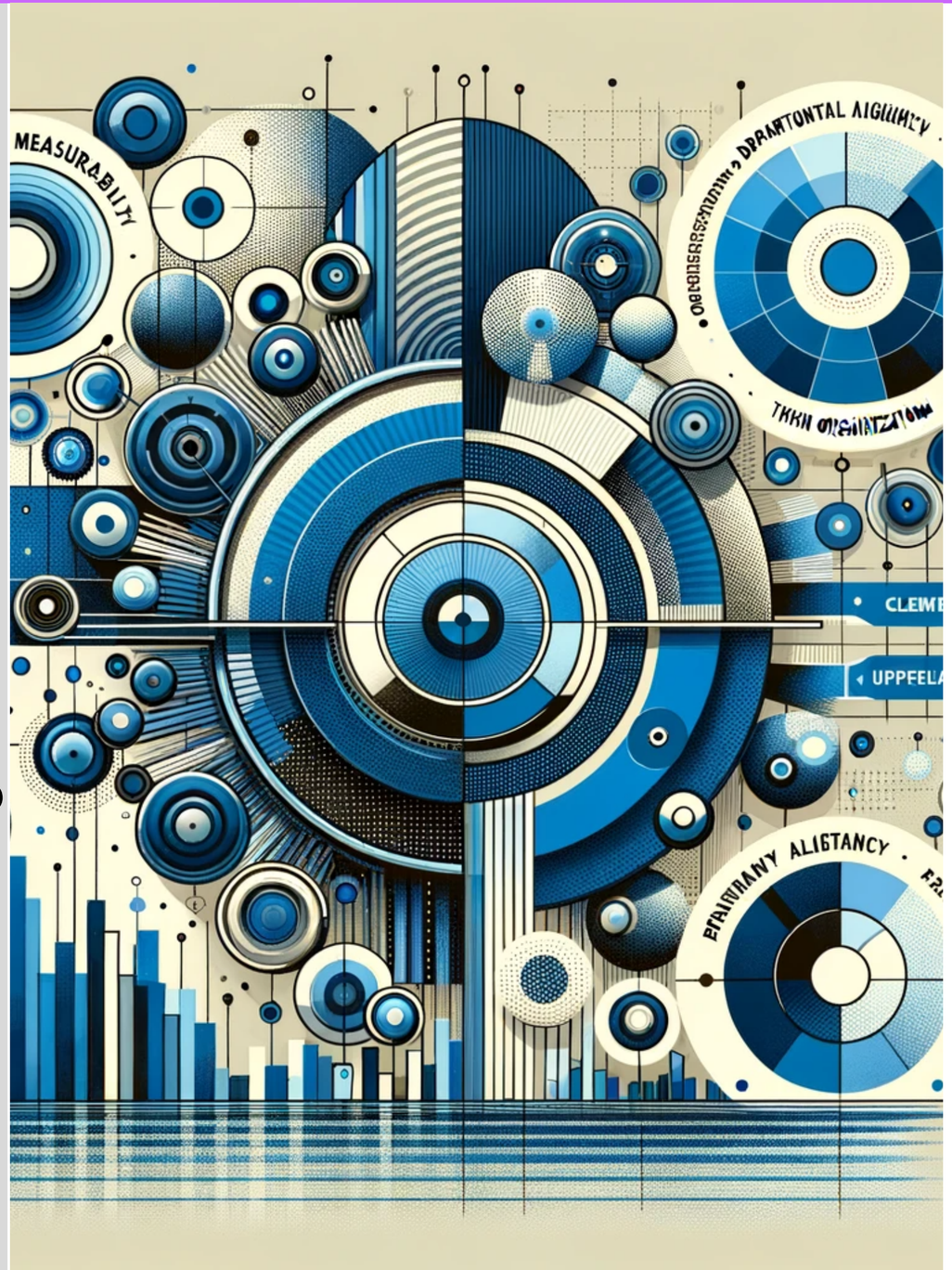

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Assessment

OKRs and MTP Alignment: Are the main objectives and key results (OKRs) aligned with the organization's massive transformative purpose (MTP)?

Objective-Key Result Pairing: Does every organizational objective have a corresponding key result?

Regular OKR Evaluation: Is the organization's progress toward its objectives consistently assessed using the OKRs?

Additional Evaluation Questions:

Clarity of OKRs: Are the objectives and key results clearly and easily understandable?

Measurability of Key Results: Can the key results be quantitatively measured?

Alignment Across Departments: Do departmental OKRs align with the organization's objectives?

OKR Review Frequency: How frequently are the OKRs reviewed and updated?

Team Understanding: Do all team members understand, and are they committed to the OKRs?

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