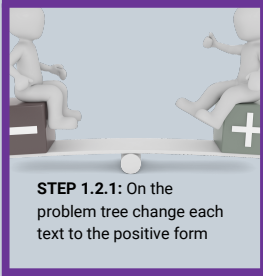
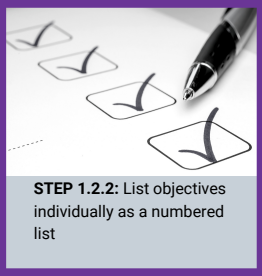



OBJECTIVES AND KEY RESULTS STORYBOARD



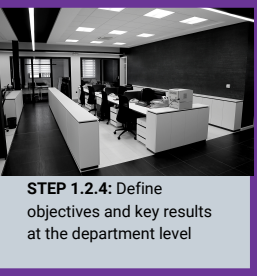
**STEP 1.2.1:** On the problem tree change each text to the positive form



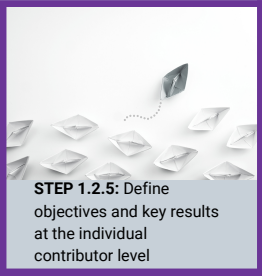
**STEP 1.2.2:** List objectives individually as a numbered list



**STEP 1.2.3:** Define key results for each specific objective at the organization level.



**STEP 1.2.4:** Define objectives and key results at the department level



**STEP 1.2.5:** Define objectives and key results at the individual contributor level

Create a list of your main objectives and corresponding key results

Once problems are identified with your cause / effect relationships, it is time to develop the goals. By doing this, you will create a goal tree and corresponding key results that will help you analyze the goals and track the progress of your project. Then, you will list them


THE INPUT

MicroCanvas 1.1:  
Problem Tree

THE OUTPUT

**Primary:** Objective and key results list

**Secondary:** Objective Tree



THE PROCESS


**This approach:**

- Describes the situation in the future once the identified problems have been remedied;
- Checks the hierarchy of objectives;
- Illustrates the means-ends relationships (objectives / purpose) in a diagram.
- STEP 1.2.1:** On the problem tree change each text to the positive form. Ex. River water quality is deteriorating > River water quality is improving. Problems become goals / Effects become objectives / Causes become Means (to the end)
- STEP 1.2.2:** Once objectives have been identified, list them individually as numbered list. Level 1 are general objectives. Level 2 are specific objectives.
- STEP 1.2.3:** Define key results for each specific objective at the organization level.
- STEP 1.2.4:** Define objectives and key results at the department level
- STEP 1.2.5:** Define objectives and key results at the individual contributor level


THE SELF-ASSESSMENT

- Has the organization define it's main objectives and corresponding key results (OKRs)?
- Are these key objectives and results aligned with the organization's massive transformative purpose (MTP)?
- Are targets set at 10/5/2/1 year (s) and then six, three, and one months?
- Does each organizational objective have its corresponding key result?
- Has each organization department created it's own set of OKRs based on the organization's overall OKRs?
- Is the organization's performance and progress towards the stated objectives being evaluated on a regular basis using the OKRs?

## OBJECTIVES AND KEY RESULTS STORYBOARD




**STEP 1.2.1:** On the problem tree change each text to the positive form




**STEP 1.2.2:** List objectives individually as a numbered list



**STEP 1.2.3:** Define key results for each specific objective at the organization level.

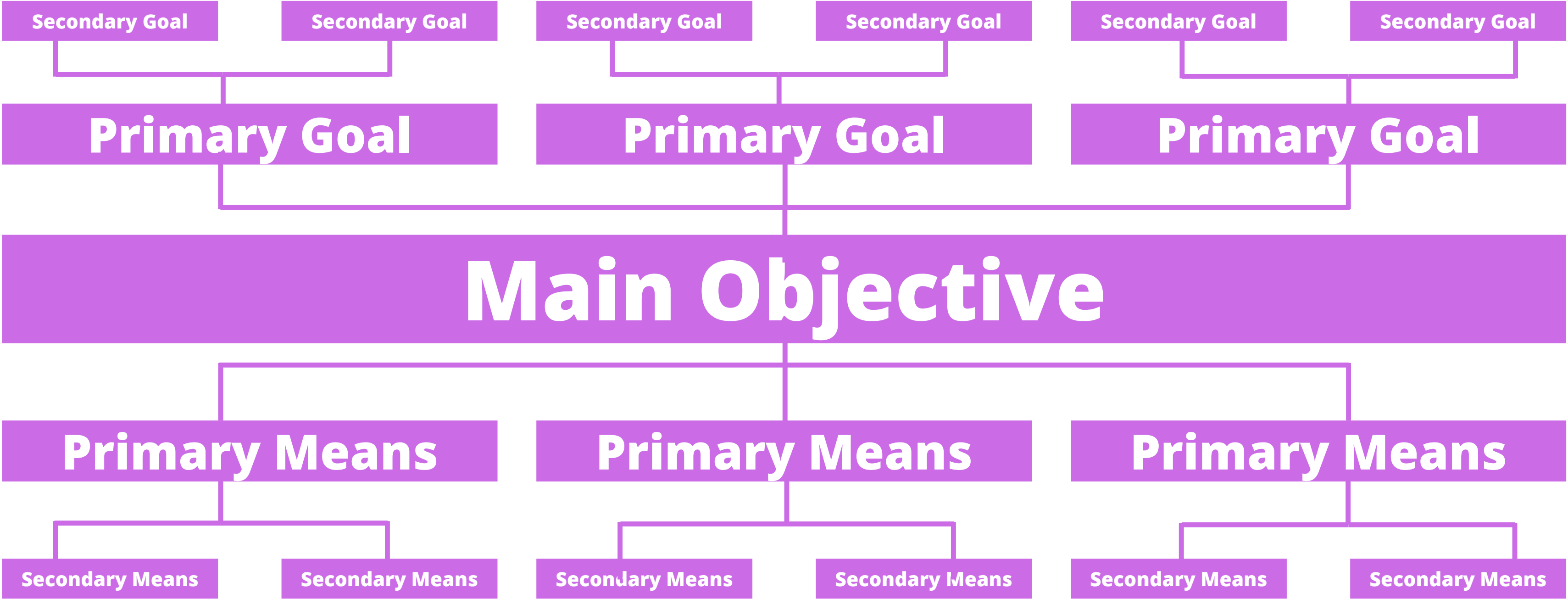


**STEP 1.2.4:** Define objectives and key results at the department level



**STEP 1.2.5:** Define objectives and key results at the individual contributor level

OBJECTIVE ANALYSIS USING A PROBLEM TREE



# Create a list of your main objectives and corresponding key results

Once problems are identified with your cause / effect relationships, it is time to develop the goals. By doing this, you will: create a goal tree and corresponding key results that will help you analyze the goals and track the progress of your project. Then, you will list them

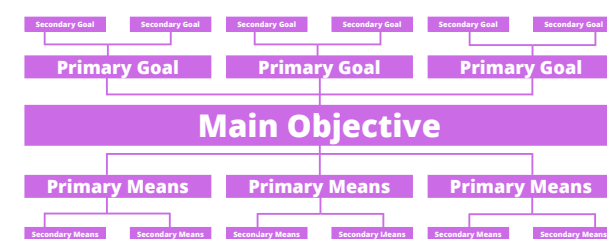
## THE INPUT

### MicroCanvas 1.1: Problem Tree

## THE OUTPUT

**Primary:** Objective and  
key results list

**Secondary:** Objective  
Tree



## THE PROCESS

### This approach:

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## THE SELF-ASSESSMENT

- Has the organization define it's main objectives and corresponding key results (OKRs)?
- Are these key objectives and results aligned with the organization's massive transformative purpose (MTP)?
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