

# WHAT IS OKR'S

*Company profile*



*“OKRs have helped lead us to 10x growth, many times over. They've helped make our crazily bold mission of organizing the world's information perhaps even achievable. They've kept me and the rest of the company on time and track when it mattered the most.”*

*- Larry Page, Google*

Andy Grove

Andy Grove and OKRs, the 1970s

As a CEO at Intel, Andy Grove took the idea of MBO from Peter Drucker and upgraded it with the concept of Key Results. Thus, OKRs were born, and Andy Grove became the father of the OKR framework.

*SMART goals solely craft the objective.*

*SMART goals provoke the question “what is the goal?” Yet OKRs ask “what is the goal and how do we get there? Objectives and key results should connect like puzzle pieces, with the intent being that if the objective were to be reached, the key results must also be achieved.*

## Who uses OKRs?

It supported Google's growth from 40 employees to more than 60,000 today. Besides Google, other companies use OKR, including Spotify, Twitter, LinkedIn, and Airbnb. But the OKR system is not only for digital companies. Walmart, Target, The Guardian, Dun and Bradstreet, and ING Bank are also using OKR.

ot all companies that work with OKRs necessarily use OKR software so far. According to Haufe Talent, the percentage is currently 28%. (But this may also be related to the size of the companies surveyed).

What problems do OKRs solve?

Image result

Here are the 3 problems that OKRs are meant to solve in theory: Employees not having the right priorities (lack of direction) Managers/ team leads not knowing what employees are working on and what their progress is (lack of insight) Teams not knowing what other teams are working on (lack of transparency)

# **Shooting for growth We can help you AIM better!**

*Aspire to growth with OKRs and align your team.*

 *Inspire your team every day with an engaging culture of conversations, coaching, and celebrations.*

 *Measure frequently while reflecting on calibrating your team's performance.*

Huminos

OKR software to accelerate growth!

Software Development Employee Performance Management Software

## What is Huminos

Huminos is a comprehensive OKR and performance software that helps your employees to achieve impactful outcomes, even if they are working remotely.

We have created a unique ADM methodology:

1. Aspire to growth with OKRs and align your team.
2. Inspire your team every day with an engaging culture of conversations, coaching, and celebrations.
3. Measure frequently while reflecting on calibrating your team's performance.

We offer a free plan for SMBs and unique, outcome-based pricing.  
This product is intended for