



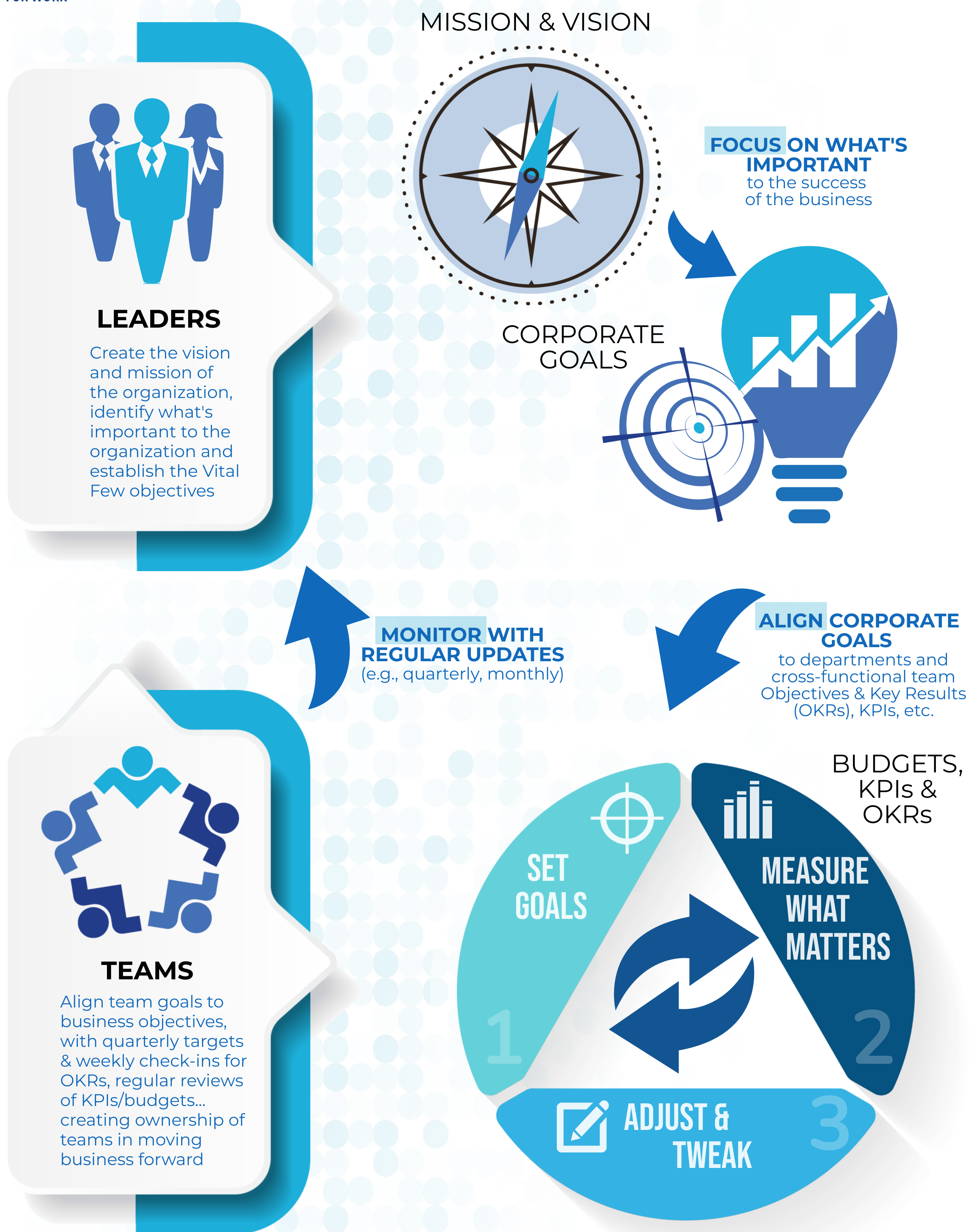
# MANAGING THE ORGANIZATION GOAL-SETTING

## OKRs, KPIs, and BUDGETS

CONTINUOUS PERFORMANCE IMPROVEMENT

### SMB SERIES ● ● ● ●

Helping small and mid-sized businesses thrive by leveraging digital technology to focus on what's important, align resources, and measure what matters.



All businesses recognize the importance of goal-setting; however, to be successful it cannot be an annual exercise but must be an ongoing process that is iterative, flexible, and part of the day-to-day "business as usual" culture. By implementing a methodology that

includes OKRs and KPIs, businesses are able to establish a clear focus and align resources on what's important to their success and to make teams results-oriented and take ownership in moving the business ahead through continuous improvement.