

TOP 10

**OKR's to
propel your
business
strategy**



Rethinking Strategy and Risk

1. Increase Market Share:

In an ever-competitive market, capturing more market share is a pivotal business objective. By specifying a 5% increase in market share within the next quarter, you're setting a clear target that can be achieved through well-defined strategies. This may involve targeted marketing campaigns aimed at specific customer segments, competitive pricing strategies, and potentially expanding into untapped markets or niches.

2. Enhance Customer Satisfaction:

Customer satisfaction is fundamental for business success, as satisfied customers are more likely to become loyal advocates and repeat buyers. Setting a goal of achieving a customer satisfaction score of 90% underscores a commitment to delivering exceptional experiences. Accomplishing this objective entails a multifaceted approach, including improving customer support services, enhancing product quality, and actively gathering and acting upon customer feedback.

3. Drive Revenue Growth:

Revenue growth is a common strategic objective for businesses aiming to expand and prosper. The target of a 15% increase in quarterly revenue is a tangible and ambitious goal. Achieving this requires a strategic focus on expanding the product or service offerings to attract new customers and upselling to existing ones. It also necessitates effective pricing strategies and sales initiatives.

4. Optimize Operations:

Optimizing operations by reducing operating costs by 10% within six months is a strategic objective that can significantly improve a company's profitability and efficiency. This goal can be attained through process streamlining, automation, and efficient resource allocation. By setting a specific target and timeline, the organization can stay committed to these critical initiatives.

5. Boost Employee Engagement:

High employee engagement is closely linked to productivity and organizational success. Raising engagement scores by 20% over the next year is an ambitious objective that highlights the importance of a motivated workforce. Achieving this goal requires creating a work environment that fosters open communication, offers professional development opportunities, and implements regular feedback mechanisms to address employee concerns and suggestions.

6. Expand into New Markets:

Expanding into new markets is a strategic move to drive growth and diversify revenue streams. The objective of entering two new international markets within the next fiscal year necessitates comprehensive market research, establishment of local partnerships or subsidiaries, and tailoring marketing strategies to meet the unique demands of each market. It's a strategic endeavor with the potential for significant rewards.

7. Drive Product Innovation:

Product innovation is essential for staying competitive and meeting evolving customer needs. Launching two groundbreaking products within the next 12 months, each expected to generate at least \$2 million in revenue, represents a tangible commitment to innovation. Achieving this objective requires robust research and development efforts, market analysis, and effective product launch strategies.

8. Strengthen Supply Chain Resilience:

Supply chain resilience has gained prominence in recent years due to global disruptions. The goal of reducing lead times by 15% and maintaining a safety stock level within the next quarter highlights the urgency of this objective. Achieving it involves revising supply chain processes, investing in technology, and ensuring supply chain partners are aligned and reliable.

9. Achieve Sustainability Targets:

Sustainability is increasingly important for businesses and society as a whole. The objective of cutting carbon emissions by 25% within the next two years showcases a commitment to environmental responsibility. Achieving this goal may involve adopting sustainable practices, reducing energy consumption, and investing in renewable energy sources to minimize the organization's carbon footprint.

10. Cultivate Innovation Culture:

Fostering an innovation culture is essential for staying adaptable and competitive. Implementing an employee-driven innovation program that generates and implements 50 new ideas within the next six months reflects a commitment to continuous improvement. Achieving this objective requires creating an environment where employees are encouraged to ideate, experiment, and contribute to the company's growth through innovative solutions and process enhancements.



Email: info@flipview.co Phone: +64 9369 1616 www.flipview.co