

FOUNDERS

FOCUS

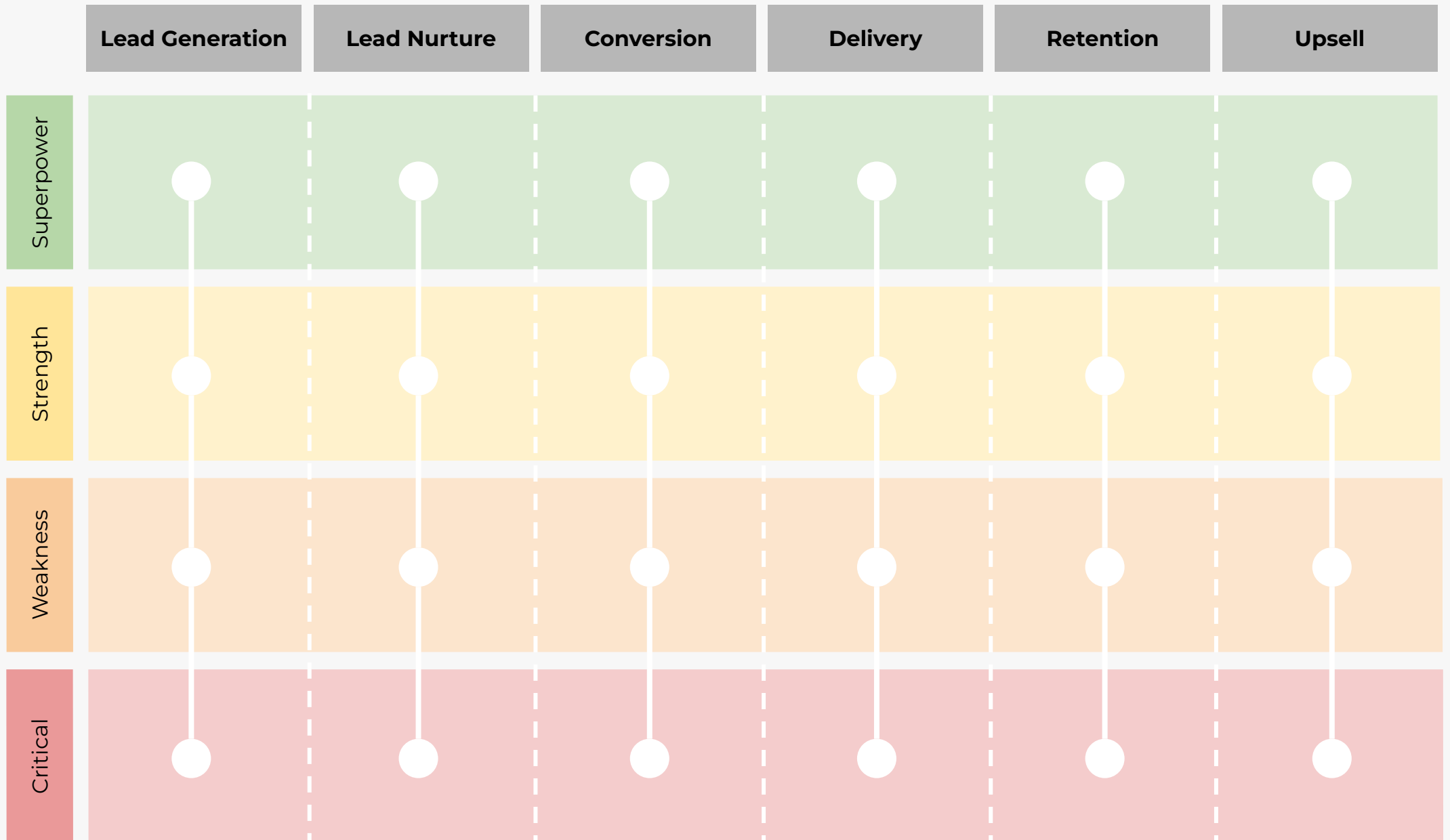
FINDER

HOW TO USE THIS TOOLKIT

Here's the simple steps - the key is to move fast:

1. Scaling Six: This maps out your entire business. Somewhere in the business your growth is stuck. Is it new leads? Is it your ability to deliver? Focus on whatever is your weak point right now.
2. Problem hunter: Once you have your bottleneck, identify the reasons this is a constraint for your business with the problem hunter
3. Goal setting: Set a 90 day Objective to solve this constraint and a Key Result for each problem. This is a proven framework used by Google, LinkedIn and many other Silicon Valley giants for success
4. Track process weekly to ensure the team is taking action to achieve the OKR.

THE SCALING SIX: FIND YOUR BOTTLENECK



PROBLEM HUNTER:

WHAT IS CAUSING THIS TO BE YOUR KEY CONSTRAINT?

KEY BOTTLENECK

ROOT CAUSE 1

ROOT CAUSE 2

ROOT CAUSE 3

OKR SETTING: GOAL CLARITY

OBJECTIVE

WHY IS THIS IMPORTANT

KEY RESULTS (WITH METRICS)

LEADS

INITIATIVES

KEY RESULT 1:

KEY RESULT 2:

KEY RESULT 3:

KEY RESULT 4:

KEY RESULT 5:

OKR EXAMPLE

OBJECTIVE

Make customers our biggest advocates

WHY IS THIS IMPORTANT

KEY RESULTS	LEADS	INITIATIVES
Key Result 1: Create a better product experience increasing the trial to paid conversion rate from 5% to 7%	Sarah & Jason	1. Mobile app experience refresh 2. First time user tour 3. Web navigation simplification
Key Result 2: Become a customer problem solving machine by increasing first call resolution from 75% to 90% maintaining our per customer case rate	Hilary & Dave	1. CRM optimisation 2. Customer experience training 3. Telephony upgrade
Key Result 3: Improve referral engine to increase referral rate from 2% to 30%	Eleanor & Mary	1. Referral feature improvement 2. Enhanced referral offers 3. Referral marketing

STOP HERE! Complete the above before the following pages

If you're reading this for the first time, don't go beyond this page. Most founders get caught thinking about strategy and STUCK in decision paralysis.

Identify your constraint with the Scaling Six. Set an OKR with the team to nail that constraint.

Track confidence and progress weekly. You will be amazed by the results.

IF YOU WANT HELP:

1. Join our Discord OKR community for guidance and advice - email me at timnewbold@okrquickstart.com
2. Jump on a [Scale Plan](#) with me to map out a plan to get unstuck and scale
3. Find some tips on my [YouTube Channel](#)

NEXT:

The following page will help you outline your vision and strategy. Not your usual "strategy house" or motherhood statement.

It's a proven yet simple structure to capture and win your strategy. It will focus your business on what problems need to be solved in the market to be a success.

This is the secret that no one talks about. Every business that's been successful with OKR has had an incredible strategy to back it up.

BUT.... don't get distracted by the next step. Get started on your OKR first.

DO LATER: HOOK INTO YOUR STRATEGY

VISION

BHAG

STRATEGY

Diagnosis - Primary challenge to address

What is the core challenge you're facing? What data do you have to back it up? Who is the affected customer and market?

Principles - high level guidelines to address the diagnosis

What high level guidelines will you follow to address this challenge?

Actions

Break down the problems you'll need to overcome and capture what you'll need to do to solve it.

ANNUAL PLANNER

	Problem, Pain Point or Constraints to solve next year	Quarterly themes and priorities				Success target
		Q1	Q2	Q3	Q4	
Growth						
Customer Satisfaction						
Operational Excellence						
Other						