

Agile Dreamteam

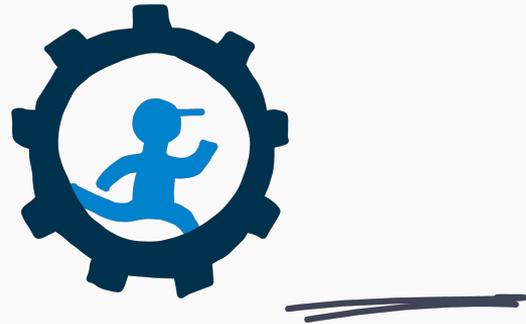
November 28
2019



Malte Beck

AGILE DREAMTEAM: **LATERAL LEADERSHIP AND** **OKR**

Lateral Leadership



WHY

LATERAL LEADERSHIP

POWER

POWER over



POWER by



POWER with



WHY

LATERAL LEADERSHIP

”

Control leads to compliance; autonomy leads to engagement.

D. Pink (Drive)

Complexity



Task

does
input

Fixed goal

delivers
output

Flex goal

effects
outcome

PURPOSE

intention

NEED FOR EMPATHY

OKR



OKR IN A NUTSHELL

OBJECTIVE
'Create an awesome
customer
experience'

**Both: SPECIFIC &
TANGIBLE goals for
higher performance**

Ambitious

They should feel uncomfortable: if you are 100% sure you will reach them, then you chose the wrong Objective! This is also why you should avoid expressions such as 'keep doing'.

Qualitative

Can also be non-measurable.

Short & inspirational

So they are memorable and motivate the team. Make them fun!

Value-based

They measure delivery of value & impact, not the completion of specific tasks/ToDos.

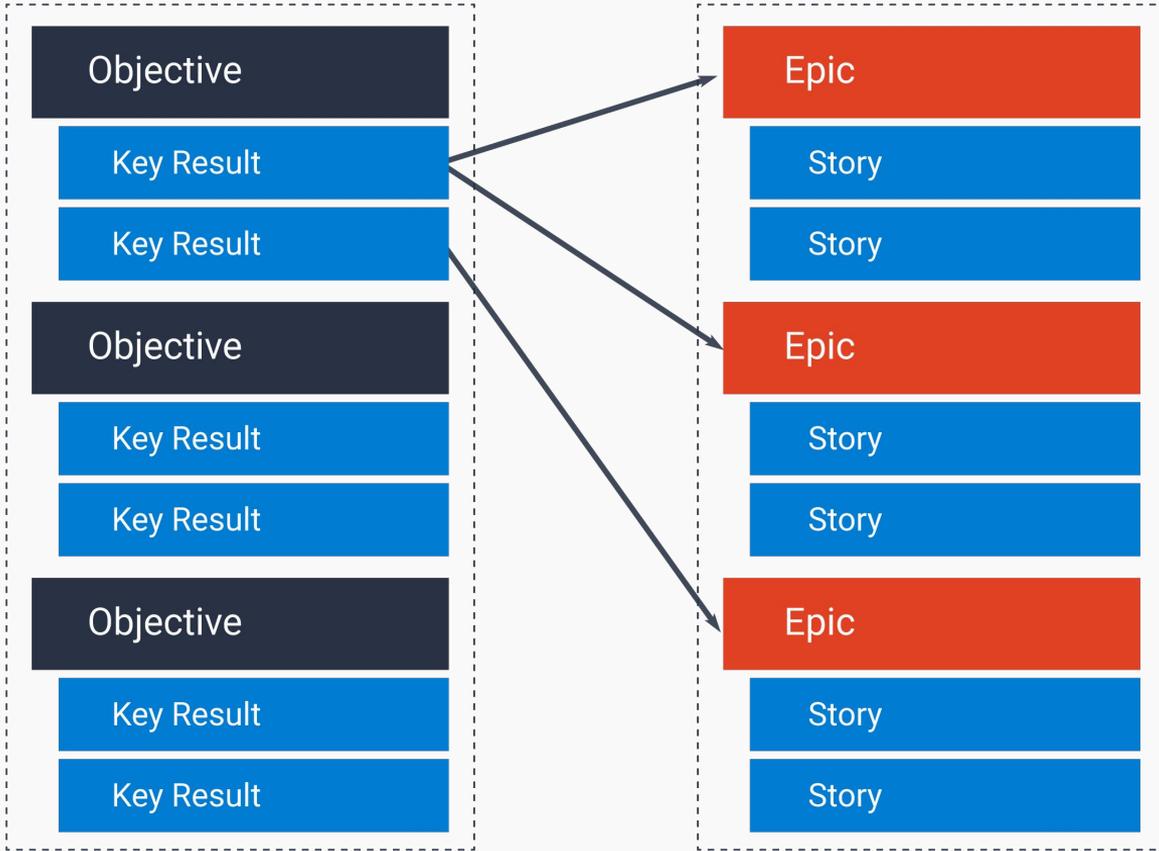
Progression-oriented

Describe starting point and target, to make your aspirations clear.

Quantitative

They should be quantifiable and measurable. It should be possible to know whether we have achieved them or not. The level of completion is quantified in %.

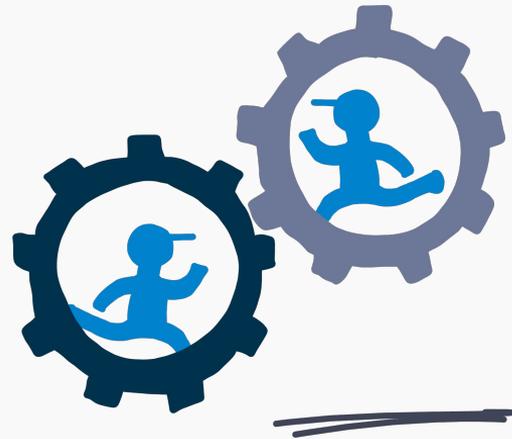
KEY RESULT
'Improve net promoter
score from X to Y'



OKR FOR ALIGNMENT

OKR

Lateral Leadership



Questions?

Thank you!

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