



Strategy
Collaborativesm

What might a **Spotlight / Peer Share** look like:

Identifying results that are meaningful
and Motivating: **KPIs, Measures and Metrics**

Today's Host



Erica Olsen

CEO, Co-Founder and Principal Strategist

OnStrategy

Today

01

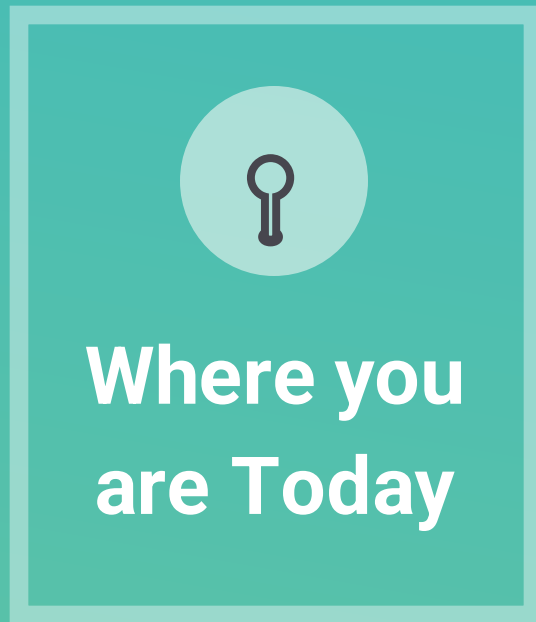
Welcome and Overview

Strategy Collaborative: Grounding & Level-Setting

02

How To: Identifying results that are meaningful and Motivating: **KPIs, Measures and Metrics**

The Job of a Strategic Leader



2x Your Impact



Doubling your impact requires 6 components.



**Big, Bold
Vision**



**Winning
Strategy**



**Aligned
Teams**
aka goals/OKRs



**Quarterly
Rhythm**



**Compelling
Communication**



**Strong
Culture**

Your questions help drive the workshop topics, questions and peer reviews.

Contact

collaborative@onstrategyhq.com

Specific Session Topics

<https://onstrategyhq.com/ama-contact>

Five MUSTs

01

A result that is core to your success

02

Be something you CAN impact

03

Be a driver of your business

04

Be able to measure it frequently & trend it

05

Be a result you NEED to deliver

Levels of Measures

Strategic Goal Level

3-5 measures for life of plan.

Objective Level

1 quantifiable measure per objective.

OR

NO quantifiable measure at this level.

Key Results Level

2-3 measures that represent the performance of the objective.



Where OnStrategy Starts the Conversation

Level	Planning Element & Definition	Accountability	Measurability	
1	<u>Where</u> (overall)	Strategic Objective	N/A	3+ years
1.1	What (this year)	Organization-Wide Goals & KPI's	Executive Leadership	1+ years
1.1.1	How	Initiatives	Functional	1 year (w/Quarterly targets)
1.1.1.1	How	Short-Term Actions	Leads/Managers	Quarterly/Monthly

Execution Readiness

Are Your Goals Impactful?

- ✓ Stated as **clear outcomes** of what you want to achieve.
- ✓ **Clear measure of success (KPI) that is quantifiable** with an identified **data source**.
- ✓ Each goal has **2 to 3 supporting initiatives**—how the goal will be achieved.
- ✓ Each initiative has quarterly milestones

Are your Goals & Initiatives Implementation-Ready?

- ✓ **Owners** (and potentially contributors) assigned.
- ✓ **Start and end dates** (following the plan structure).
- ✓ A **clear measure of performance** (% complete or quantitative).
- ✓ An **end-of-year target**.
- ✓ **Incremental targets** (monthly or weekly—at least quarterly).



Kamryn Mock

Lead Strategist

OnStrategy

destination
madison



Leigh Abbott

Senior Strategist

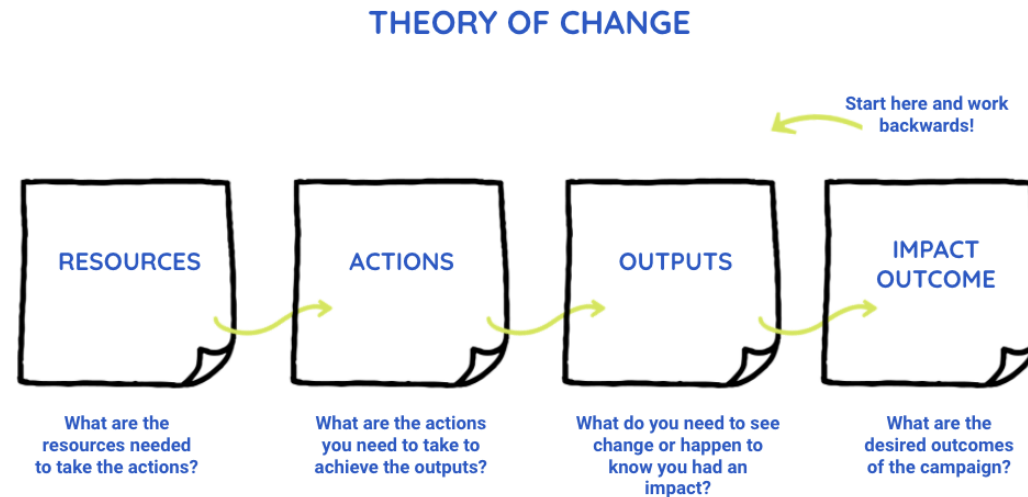
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Client Example Is Anonymized

Theory of Change

A theory of change (ToC) is an approach to setting actions to get outcomes that you can map. You could say it is a description, or illustration, of the approach you would take to enact change, and can be done both for an actual intervention or for an entire philosophy on how change happens.

The key is you reverse-engineer from the change goal backward through the different stages you need to ensure that you can see and establish the change agenda.



Calendar of Events

Always Thursdays

A Look Ahead: **PRO** Members Only

June 22 @ 10 a.m. PT - "Ask Us Anything" Workshop *[Pro only]*

July 13 @ 8 a.m. PT - "Ask Us Anything" Workshop *[Pro only]*

July 20 @ 8 a.m. PT - "Ask Us Anything" Workshop *[Pro only]*

July 27 @ 8 a.m. PT - "Ask Us Anything" Workshop *[Pro only]*

Upcoming General Sessions

July 6 @ 8:00 a.m. PT – **1st Thursday session is dark! No session.**
2nd/3rd/4th Thursday Pro Sessions are diving into member generated "Ask Us Anything"

August 3 @ 8:00 a.m. PT – **The Power of Psychological Safety**

September 7 @ 8:00 a.m. PT – The Mindset of **Strategic Leadership**

Final thoughts



Expect all of today's materials and agendas in your inbox.

We'll email by tomorrow with links to resources we talked about, plus what's coming up this month!



Invite - Share

If you found value in today's session then share it with a friend or colleague who could benefit as well.



Suggestion for topics? Feedback?

Drop us a line anytime – let us know what you think and what you'd like to tackle as a group.

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