

An aerial photograph of a rowing team in a long, narrow boat on a body of water. The boat is red and white, and the rowers are wearing blue and black gear. The water is dark blue with white ripples from the oars. The boat is moving towards the top right of the frame.

OKR
INSTITUTE

MODULE 3

Integration of Vision, Values, and
OKRs

OKRINSTITUTE®



Integration of Purpose, Values, and OKRs

- The Inspirational Vision and team purpose provides ‘the fuel’ for performance.
- Values are the behavioral standards for performance
- And OKRs are the clear objectives and key results to be achieved.

Integration of Purpose ,Values and OKRs

OKR achievement should always be 'filtered' through the company value system to ensure validity.

OKR achievement should be impactful and meaningful – Purpose-driven



Integration of Purpose ,Values and OKRs

Purpose values and OKR integration: A case study



Jack Ma (Alibaba) did not allow the transgression of the value system of his company even from top performers.



Daniel Golemans' 6 Emotional Leadership Styles

