

How we use OKRs to empower teams

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Our mission is to make urban mobility on-demand, personal and stress-free.

WHAT MOTIVATES US



Autonomy



Mastery



Purpose

MAGELLAN

Mission Flight



Mission clearance and launch



Mission Landing

Mission Launch Preparation



Launchpad

- Bug triage
- Non-release bug fixing
- Release management
- Improvement backlog (HiPPO requests)
- Technical/performance improvements
- Research



Mission Control (LT)

- Mission briefs
- Mission clearance
- Mission reviews
- Provide environment for mission teams to be successful



Mission Support Team

- User insights
- Data science
- Analytics
- Marketing
- Creative Lead
- DevOps

Mission Debrief



Launchpad

MAGELLAN: TEAM CHARTER

TEAM OWNERSHIP

Our team knows mobility. We love our product. We will take the business goals and design/implement amazing solutions to fulfill these goals.

MEASURABLE AND TIME-BOXED PROJECT MISSIONS

Project teams get a single 'project mission', project success metrics and a mutually agreed time-box. When the mission is completed, the team stops working on the project and gets staffed onto new missions.

SELF-ORGANISED TEAMS

We form self-organised teams for a specific mission. Different disciplines are added to the teams (or available "as a service") as the teams decide.

WORK HOW YOU WANT BUT KNOW WHERE YOU ARE

Mission teams can choose their way of working, but they must be able to report burn-down of scope (completion vs target) and performance against mission metrics at any time.

OKR

=

OBJECTIVES

and

KEY RESULTS

FOUR IMPORTANT OKR RULES

(There are others)



Time-boxed



Challenging



Internally transparent



Measurable

EXAMPLE

OBJECTIVE: Generate revenue from our BlaBlaCar partnership by increasing the coverage and quality of the BlaBlaCar booking referral experience.

KEY RESULT:

1. BlaBlaCar route offered for $\geq 90\%$ of available/covered routes
2. CTR $\geq [x]\%$
3. Booking conversions $\geq [x]\%$

EXAMPLE

OBJECTIVE: Increase the stickiness of the product for new users.

KEY RESULT:

1. Increase D1 retention by [x]%
2. Increase D7 retention by [x]%
3. Increase D30 retention by [x]%

Why Magellan and OKRs?

1. Increase autonomy (and motivation) of teams
2. Encourage group ownership of product problems and opportunities
3. Clear accountability for product teams
4. Prevent a “command and control” culture in teams
5. Prevent a consensus-based decision making culture in teams

Thanks!

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