

A photograph of the Golden Gate Bridge in San Francisco, California, taken at dusk. The bridge's iconic orange-red towers and suspension cables are silhouetted against a sky with soft, wispy clouds. The water of the bay is visible in the lower left, and the bridge's structure extends across the middle of the frame.

# The 30-day OKR Rollout

Launch your OKR program this month

RESEARCH

**DETECON**  
CONSULTING

# THE 30-DAY OKR ROLLOUT

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## BACKGROUND

There are a multitude of activities that take place in the 30-days prior to an OKR rollout. These 30 days are crucial to developing buy-in, understanding and confidence in the use and benefits of OKRs. We have prepared a sample of what the 30 days prior to your OKR rollout could look like.

## YOUR 30 DAY OKR ROLLOUT

|                                                              |                                                      |                                                        |                                                         |                                                                       |
|--------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------|
| <b>1</b><br>Get executive buy-in                             | <b>2</b><br>Send company-wide email with information | <b>3</b><br>Send 'Big Rocks' survey to executive team  | <b>4</b><br>Choose an OKR platform                      | <b>5</b><br>Develop communications plan                               |
| <b>6</b><br>Introduction to OKRs webinar                     | <b>7</b><br>Schedule team sessions                   | <b>8</b><br>OKR coach training day 1                   | <b>9</b><br>Provision and installation of OKR platform  | <b>10</b><br>1on1 session with executive champion to review big rocks |
| <b>11</b><br>Configuration and setup of OKR platform         | <b>12</b><br>Org-wide town hall meeting on OKRs      | <b>13</b><br>OKR coach training day 2                  | <b>14</b><br>Book rooms for team sessions               | <b>15</b><br>OKR education material sent out                          |
| <b>16</b><br>Brown bag session on value of OKRs              | <b>17</b><br>Send 2 week reminder email              | <b>18</b><br>OKR coach training day 3                  | <b>19</b><br>OKR platform super user training day 1     | <b>20</b><br>OKR platform super user training day 2                   |
| <b>21</b><br>OKR project team runs 'Ask Me Anything' session | <b>22</b><br>Send 1 week reminder email              | <b>23</b><br>Session tracker setup                     | <b>24</b><br>Send 1 day reminder email                  | <b>25</b><br><i>[Launch]</i><br>Executive team OKR session            |
| <b>26</b><br>Level 2 and beyond OKR session day 1            | <b>27</b><br>Level 2 and beyond OKR session day 2    | <b>28</b><br>Send congratulations email and next-steps | <b>29</b><br>Ensure all team's OKRs are on the platform | <b>30</b><br>OKR platform general training                            |



## Philipp Schett

### Director of Strategy and Innovation

Philipp leads Detecon's global OKR practice with more than 20 experienced OKR consultants in America, Asia, and Europe. As an expert in strategy execution, he and his team help leaders around the globe to fulfill their vision, align their organization around their strategic priorities and enable team members in every level of the organization to make entrepreneurial, autonomous decisions. Originally from Germany, he moved to San Francisco in 2014. He holds a M Sc. from Humboldt University Berlin and a Diploma in Economics from University of Kassel.

## ABOUT DETECON

**Detecon USA** provides innovation, growth and digital technology advise to a range of clients from startups to global enterprises. Our core expertise includes growth advisory based on OKRs, innovation empowerment and connectivity services. We assist our clients to harness the latest technologies, agile frameworks and business models to drive step change performance improvements. Detecon Inc. is part of the Detecon Group.

The **Detecon Group** is a 1,100 person strong innovation-consulting powerhouse of Deutsche Telekom and T-Mobile and pioneer in digital strategy advisory. Detecon supports companies from all domains to adapt their business models and operational processes to the competitive conditions and customer requirements of the digitalized, globalized economy with state-of-the-art communication and information technology.

## OKR ADVISORY

Detecon initially adopted OKRs as a way to drive better project outcomes in the innovation initiatives that Telekom and T-Mobile undertakes. Detecon also understood that to drive OKR success, we needed to select an OKR software platform.

From this experience, Detecon was approached by several of its existing external clients, which required OKR advice for their innovation initiatives, and Detecon founded its own OKRs practice, specifically dedicated to clients seeking to grow and transform their businesses.

We have now established Detecon's OKR Advisory Offerings in all of Detecon's global offices, where dedicated Detecon's Certified OKR Consultants regularly advise on OKR initiatives.

Our strength is particularly strong in rolling out OKR initiatives in global enterprises where they require global co-ordination of the rollout. However, we are able to develop solutions tailored for all organizations.

## GET IN TOUCH



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