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 bridge spans across the water, with the city lights visible in the distance. The overall mood is serene and professional.

What your OKR communications plan should look like

Keep your teams informed

RESEARCH

DETECON
CONSULTING

WHAT YOUR OKR COMMUNICATIONS PLAN SHOULD LOOK LIKE

Keep your teams informed

BACKGROUND

There's no doubt that introducing OKRs to your organization requires a massive change management effort, as it affects everything from your team's communication to your organization's performance tracking culture. This can be the source of immense anxiety, pressure, and inertia. To minimize this resistance, there needs to be an adequate communications plan to keep team members at all levels of the organization informed on key OKR rollout updates and provide comfort that it is tracking smoothly. This is a lengthy task and requires careful planning and consideration. We've simplified what your OKR communications plan should look like into three buckets: The Who, the When and the Where.

WHO

What are the target groups for the OKR communications plan, and what information do they need?

EXECUTIVES

- Need short and crisp updates about how the program is running
- Need short videos and information on what OKRs are
- Need to understand their role in the OKR rollout
- Need to understand how their leadership and management style can adapt to OKRs

OKR COACHES

- Need intensive training on OKRs
- Need to know how they can build an OKR community to exchange ideas
- Needs a library of example OKRs to start them off
- Needs education material to share with their team members

LEADERS AND MANAGERS

- Need high-level executive updates on the state of the OKR rollout
- Needs education material on how to manage their team with OKRs
- Needs short videos and education material on what OKRs are
- Needs education material on how to deal with resistance to the OKR rollout from their team members

INDIVIDUAL CONTRIBUTORS

- Needs education material on OKRs and the new way of work
- Needs to understand their role in the OKR rollout
- Needs to understand how to integrate OKRs into their day-to-day (or BAU) activities
- Needs education material on the benefits of OKRs, and what value it brings to them and their team.

WHEN

When should appropriate content be communicated/sent out?

BEFORE THE OKR KICKOFF

- For a month prior to the OKR kickoff sessions, send the following content:
 - Education material & OKR trainings
 - Material on the value of OKRs
 - Change of roles (e.g. leadership styles and how OKRs fit into day-to-day work)
 - How the OKR kickoff sessions will be run
 - How to deal with resistance to OKRs
 - Timeline

THE OKR KICKOFF

- During the OKR kickoff period, send the following content:
 - Updates on how the kickoff sessions are going
 - Updates on which teams have OKRs defined
 - Updates on which teams have their OKRs in the platform, and which teams still need to input their OKRs into the platform
 - Education material & OKR trainings

INTO THE QUARTER

- As the quarter starts, send the following content:
 - Badges and rewards for teams that are updating their OKRs well
 - Celebration of successes
 - Emails to teams that are falling behind

WHERE

Through what channels should the content in the communications plan be sent out?

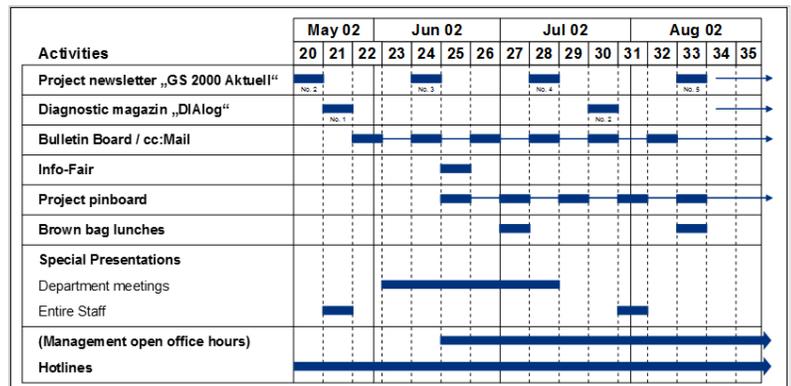
OMNI-CHANNELS

Whilst there are many channels to consider, we have found that the following channels have been most effective for keeping employees informed during an OKR rollout:

Magazines	Bulletin Board
Brown Bag Lunch Sessions	Intranet Website
Emails & Newsletters	Discussion Forums
Short Update Videos	Trainings and Workshops
1on1 Meetings	Team 'Town Hall' Meetings

CONCLUSION

During an OKR rollout, it's thoroughly important to articulate key messages that need to reach the various impacted audiences. Having a structured and planned communications plan presents the right messages at the time, and through the correct channel, ensuring a successful and smooth OKR rollout.



Sample Communications Gantt Chart



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 advice 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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