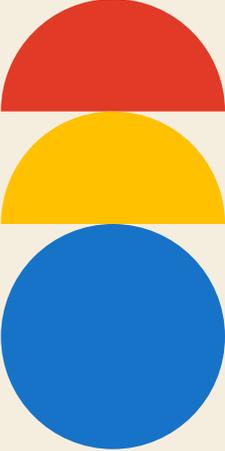# Impact over strategy

Goal setting done right

Jakob Gehring | 11.05.2023

Our company's goal is to build insightful real-time transactions that provide key differentiators between us and our competitors.
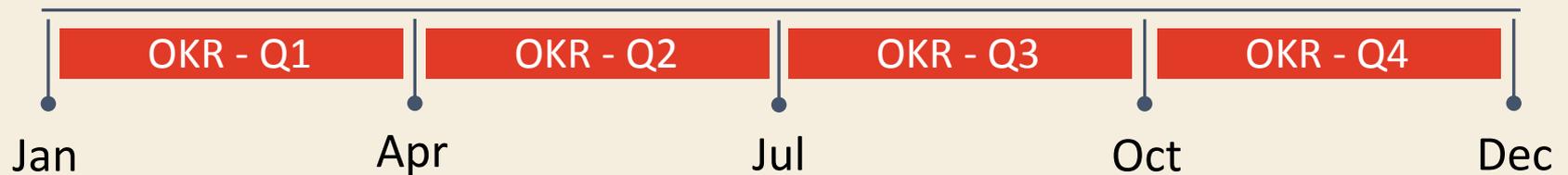
A Company Goal

From Company Goals to Quarterly Planning

Company Goals
The high-level focus for the given period.

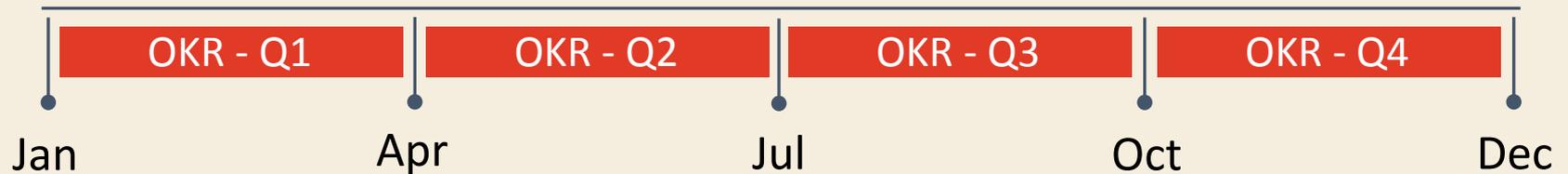How to ensure a consistent storyline with impact?

| OKR - Q1 | OKR - Q2 | OKR - Q3 | OKR - Q4 |

Jan   Apr   Jul   Oct   Dec

From Company Goals to Objectives & Key Results

Company Goals
The high-level focus for the given period.

I need to create a Product Strategy!

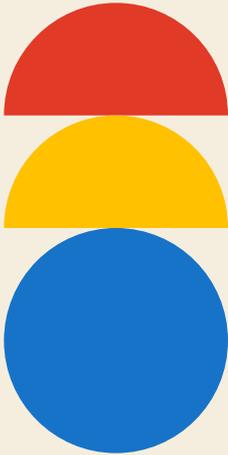| OKR - Q1 | OKR - Q2 | OKR - Q3 | OKR - Q4 |

Jan   Apr   Jul   Oct   Dec

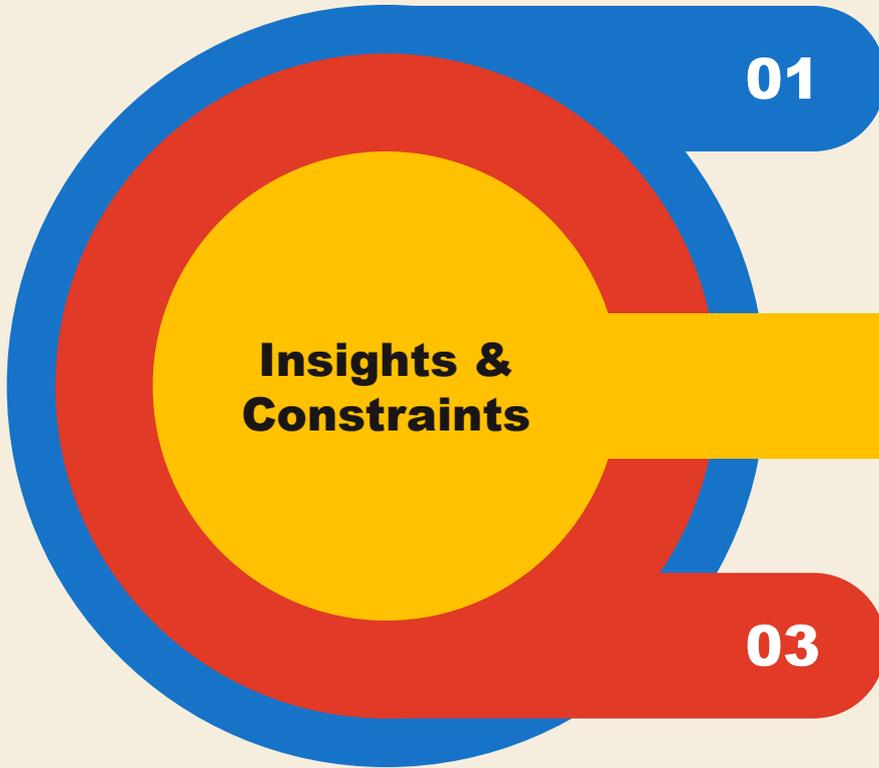# Product Goals

Overcome the short-term thinking

In four steps to your Product Goals

01. Context

02. Ideation

03. Definition

04. Roadmap

01. Context

01 Strategy & Vision
- Audience
- Problem(s) to solve
- Value Proposition
- Channel & Monetization Strategy

Insights & Constraints

02 Business
- Competitor Differentiation
- Market Insights
- Relevant Business KPIs

03 Customer
- Customer Feedback & Research
- Previous Experiments
- Behavioral Data

02. Ideation

**Strategy & Vision**   **Business**   **Customer**

Idea 1

Social Logins

Idea 2

In-product banner to advertise the benefits of an account

Idea 3

Idea 4

Increase CRM communication around the account

02. Ideation

Strategy & Vision   **Business**   **Customer**

Group 1 **5**	Account **9**	Group 3 **2**
Idea 2	Social Logins	Idea 1
Idea 3	In-product banner to advertise the benefits of an account	Idea 4
	Increase CRM communication around the account	
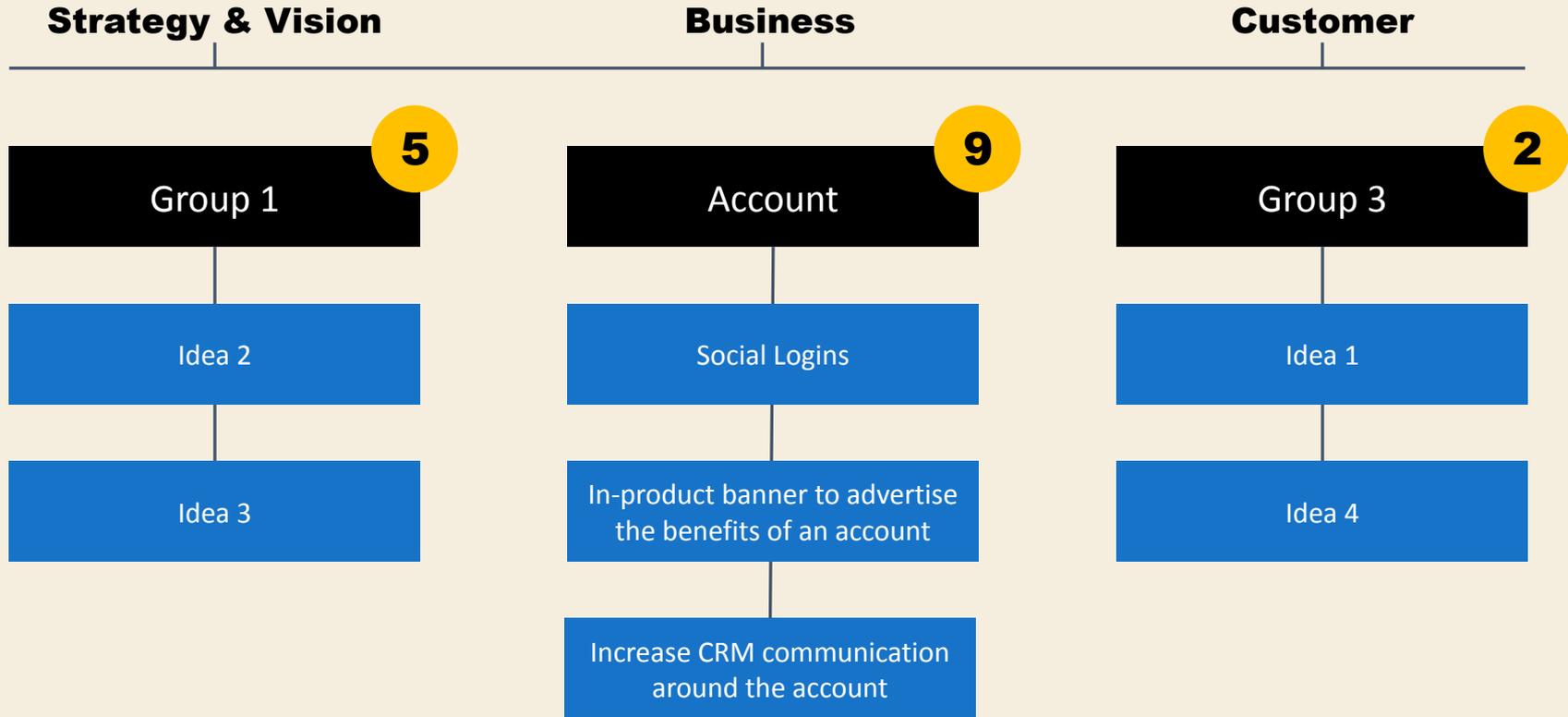
02. Ideation - Workshop

Agenda

- Present the context
- Ideate & share results
- Group & Dot-vote

Participants

- Relevant team members (incl. tech, design & analytics)
- Stakeholder if needed for the context

Outcome

- A shared understanding of the context
- Prioritised and grouped ideas

03. Definition

MAKE ACCOUNT CREATION EASY

We want to build a state-of-the-art account creation flow to remove our customers' distractions and increase subscriptions for the business.

TARGET GROUP

Users without an account

METRICS

Primary
- % convert to account
- # of accounts

Health
- % convert to subscriptions
- # of subscriptions

INITIATIVES

- Social Logins
- In-product banner to advertise the benefits of an account
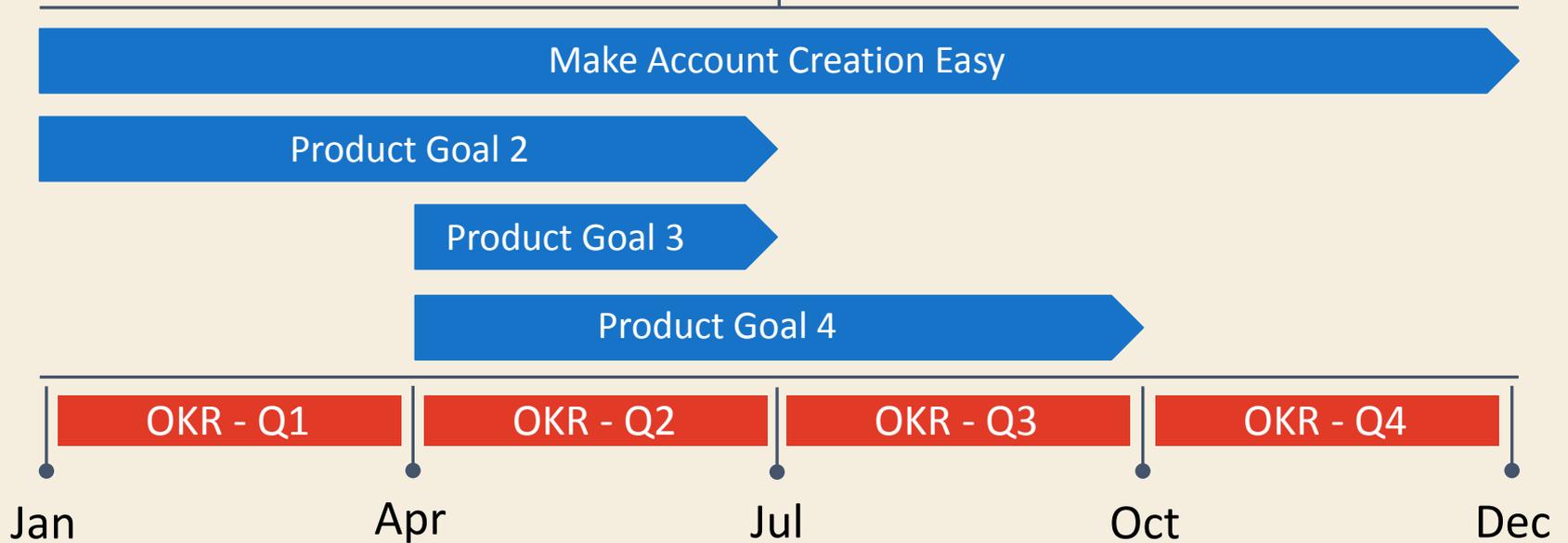- Increase CRM communication around the account

QUESTIONS

- Which social logins do our customers use?
- What product features support account creation?
- What product features depend on the account?

04. Roadmap

Company Goals
The high-level focus for the given period.

Make Account Creation Easy

Product Goal 2

Product Goal 3

Product Goal 4

OKR - Q1

OKR - Q2
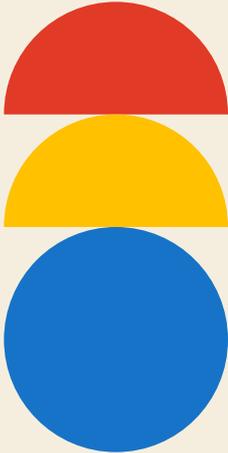
OKR - Q3

OKR - Q4

Jan

Apr

Jul

Oct

Dec

Benefits of Product Goals

- ✓ A rough overview of the topics

- ✓ Roadmap for the team

- ✓ A starting point to align with stakeholder

- ✓ Make dependencies visible early

- ✓ Pre-work for quarterly planning

Time for Questions

Jakob Gehring

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Thanks !