betterworks®

Deploying Betterworks at Enterprise Scale

How Betterworks Maximizes the Success of Your Enterprise OKR Deployment

More and more companies today are realizing the power of objectives and key results (OKRs) to engage employees and drive organizational performance, but it's not always easy to get from deciding to implement OKRs to actually implementing them — especially for larger enterprises. While company leadership may know how to set good OKRs, it isn't necessarily enough to effectively operationalize OKRs across the whole company.

Administering and participating in OKR programs comes with people- and resource-intensive practices that take excess time and effort. In order to successfully establish OKR processes, HR must continually track and ensure employee compliance. Cloud-based documents ease some of the hassle, but with Google docs, employees spend hours searching for and compiling the information they need, and their OKRs aren't transparent across the organization. Program leads must manage yet another process, but there's typically no visibility, accountability, reminders or compliance.

Our mission at Betterworks is to revolutionize OKR setting and management for large enterprises by simplifying the process as much as possible. As your best-in-class enterprise partner, we focus on needs of scale with enterprise grade features that support you at any stage of your OKR journey — but don't take it from us, take it from the positive feedback we get from our biggest customers.
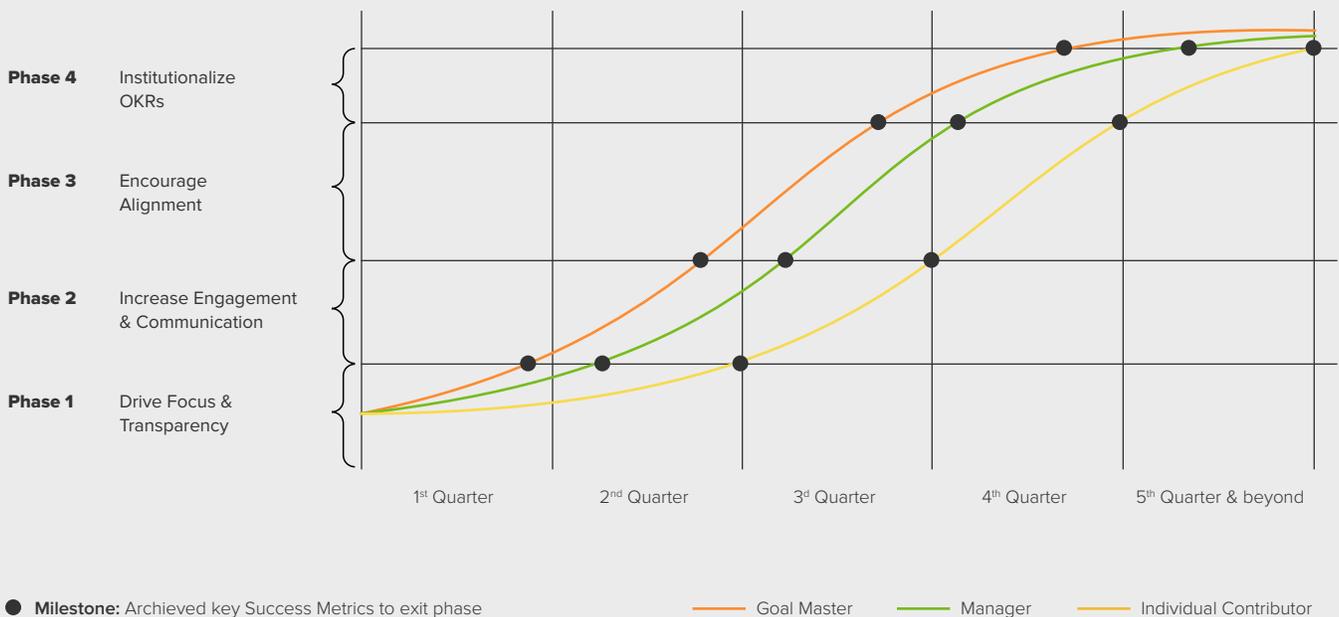
Your OKR Journey

From our experience working with large scale enterprises, including three companies in the Fortune 10, Betterworks developed a framework to assess and understand where companies are in their OKR journey. The four-phase template is a starting point that helps you understand what will happen, what timeframes you can expect and what you need to contribute to the process to ensure its success.

Some of our customers start from scratch with no OKR experience, transparency or alignment in their processes. Others come to us having worked with OKRs for months or years, perhaps with full transparency throughout their organization, but looking for help from our platform to get everyone aligned. Use the graph below to help you visualize where your company is on its OKR journey. Regardless of what phase you're in or where you are in your maturity model, we can support your process.

Visualizing the OKR Learning Journey

Focus individuals on key actions each quarter to achieve OKR mastery

		1st Quarter	2nd Quarter	3d Quarter	4th Quarter	5th Quarter & beyond
Phase 4	Institutionalize OKRs					
Phase 3	Encourage Alignment					
Phase 2	Increase Engagement & Communication					
Phase 1	Drive Focus & Transparency					

● **Milestone:** Archieved key Success Metrics to exit phase

— Goal Master   — Manager   — Individual Contributor

Phase 1

Drive Focus and Transparency is all about visibility, and centers on discussing and creating one's own objectives, as well as viewing others' objectives.

Success metric: 100% of employees have their own, active objectives in place

BetterWorks platform features: creating objectives, checking in, searching for other individuals and/or OKRs and cheering, nudging and commenting

Phase 2

Increase Engagement and Communication focuses on employee and team interaction around OKRs. Employees in this phase leverage metrics-based KRs (key results), check in on objectives, run team meetings surrounding goals and make use of interactions to automate progress.

Success metric: 75% of employees checking in on their OKRs at least monthly

BetterWorks platform features: meeting view, filtering, metrics and progress setting

Phase 3

Encourage Alignment expands employee understanding of OKRs to teams and cross-functional efforts to align the work being done throughout the organization. Employees create objectives as a team and discuss cross-functional dependencies.

Success metric: 50% of business objectives are aligned

BetterWorks platform features: aligning objectives, converting key results to objectives, working with related objectives and advanced filtering

Phase 4

Institutionalize OKRs occurs as OKRs become ingrained in the culture of an organization. In this stage, individuals reflect and improve OKRs based on past progress, utilize BetterWorks to identify high performers, encourage stretch OKRs based on assessment and define OKR templates.

Success metric: 75% of objectives are assessed

BetterWorks platform features: assessments, cloning objectives, ending early and BetterWorks API

# Betterworks Enterprise Product Features

Betterworks offers a variety of enterprise grade features to guarantee mass-scale adoption of goal setting and performance management solutions. We help you maximize success and minimize the resources required, all while delivering and automating visibility, accountability and employee compliance.

Betterworks Autopilot is a collection of features that reduce the time required to manage goal setting and performance management processes from weeks to minutes. These features allow you to preprogram start dates, end dates and reminders for continuous/ongoing processes, as well as provide a usage dashboard so you can easily see who completed the processes and who hasn't.

Multi-tenant functionality allows multiple instances of Betterworks to exist in one enterprise. This allows you to support your objectives around transparency, while also maintaining control and separation in a way that is pragmatic for your business and operating structure.

For IT, **integrations with leading enterprise business applications and HRIS,** such as Workday and Salesforce, ensure Betterworks interacts smoothly with your existing enterprise architecture. In addition, **enterprise-grade compliance certifications** — ISO 27001, SOC 2 and Privacy Shield — prove Betterworks is safe to implement and use.
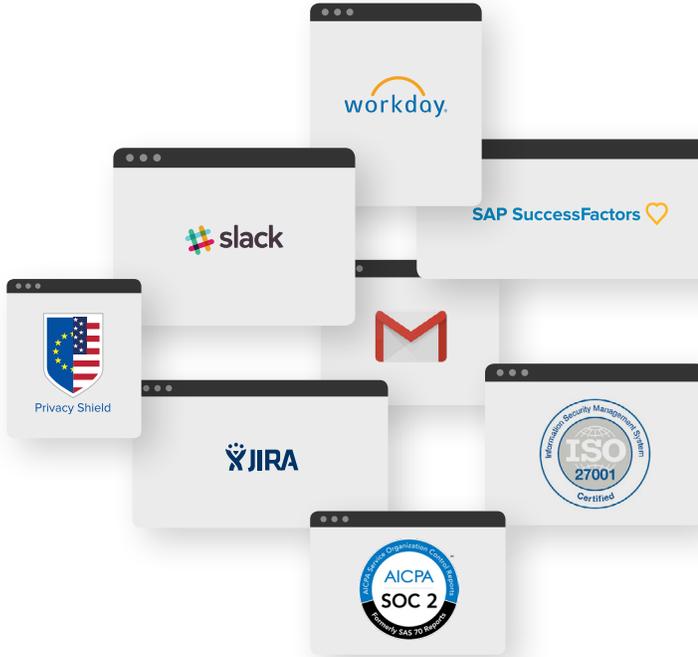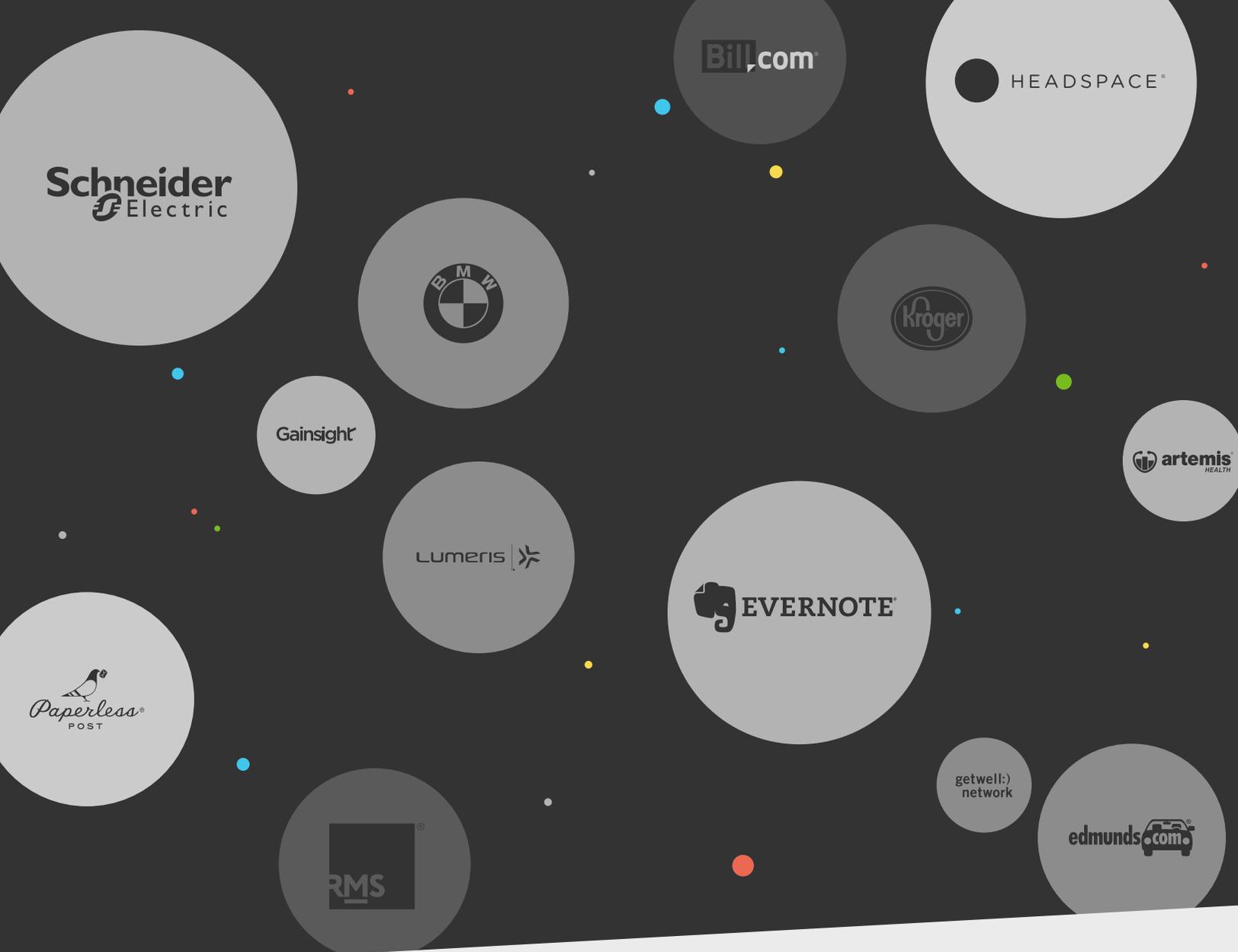
Betterworks in the Enterprise

Betterworks has worked with a variety of large companies in different stages of their OKR journey to roll out goal setting and performance management processes. The following companies came to us in different stages of their OKR journey and chose to take different approaches to deployment — but all have found success with Betterworks.

Schneider Electric

Schneider Electric is the global leader in sustainable energy management and industrial automation. The company specializes in electricity distribution, automation management and the production of installation components for energy management.

Challenges:

- Aligning 185,000 people across businesses in 160 countries with common goals and vision
- Management wanted a new platform and approach to help the company execute strategy for transformations and corporate objectives
- Different attempts at aligning vision and goals, including Excel spreadsheets and PowerPoint files, meant employees had no cohesive view of what the company was trying to achieve and how they'd get there

BetterWorks deployment strategy:

By business unit

Results with BetterWorks:

- The cultural shift to complete openness of OKRs and performance throughout the organization is helping improve communication and awareness of work across groups
- Visibility of goals at all levels of the organization helps every employee understand exactly how their work contributes to the company's overall success
- Users love that the platform is keeping its promise to provide transparency and drive alignment and they enjoy the fun, interactive nature of the platform as a contrast to their more formal, traditional corporate work environment

Getting Started

There are many ways to deploy OKRs and Betterworks, depending on what stage of OKR readiness and maturity your organization is in and what your existing enterprise architecture looks like. Building on Better-Works' experience with these and many other large organizations, our sales and customer success teams can work with you to formulate the right approach for your enterprise.

betterworks®

Betterworks® aligns, develops and activates your workforce for business growth. Our easy-to-use, integrated software solution replaces outdated annual review processes with powerful Continuous Performance Management® programs to help organizations ensure everyone is working on what matters most and are having the crucial conversations necessary to inspire and motivate their entire workforce to meet today's goals and tomorrow's challenges.

Learn more about Betterworks®, and for more information about the latest HR strategies and best practices visit our resources gallery.