

Customers Save **\$520,000** for Every
1,000 Employees Annually with Betterworks



OKR

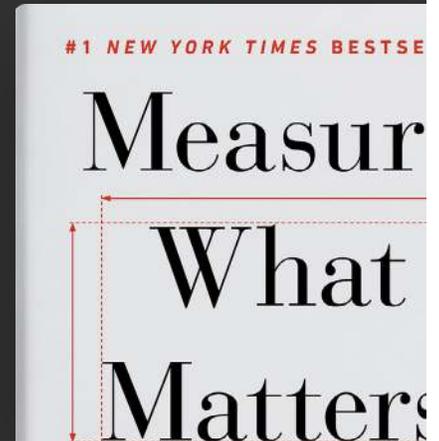
EFFICIENCY AND VALUE ANALYSIS

betterworks®

Ideas are precious, but they're relatively easy. It's execution that's everything.



John Doerr, Partner at Kleiner Perkins Caufield & Byers



More than 90% of people managers feel that aligning employee goals to the organization's top priorities is critical for business success. Ensuring organization-wide alignment is even more critical in today's fast-paced business environment, where hierarchical departments are being replaced with cross-functional teams that are rapidly stood up to meet new requirements and priorities.

John Doerr, partner at VC firm Kleiner Perkins Caufield & Byers and bestselling author of Measure What Matters says, "execution is everything", and a motivated workforce provides organizations a critical execution advantage. In fact, according to Bersin by Deloitte, companies that help employees set clear goals were four times more likely to score in the top 25 percent of business outcomes.

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Goals can provide focus, improve team alignment and cross-functional communication, and increase performance.

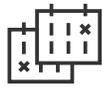
But the typical question around goal setting

in most organizations isn't whether setting goals should be done, but how it can be done better to maximize their positive impact on the organization. In this paper, you'll learn how improving your goal setting and management process with Betterworks can not only help your employees be more successful, but also help your organization realize valuable time and cost savings.

PROCESS IMPROVEMENTS SAVE 6,500 HOURS PER 1,000 EMPLOYEES ANNUALLY

The first step for many companies looking to improve their goal management practices is to establish a schedule for quarterly — or even more frequent — conversations around achievements and setting the next priorities.

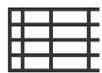
Typically, this has been a time-consuming and manual process with frustrating pain points like:



Countless meetings at the beginning of each quarter to agree on which goals are the most important



Hours spent digging through disparate tools like email, Word, PowerPoint and meeting notes to figure out what goals were previously set



Outdated, complex tracking docs trying to keep a handle on current progress



Competing priorities and redundant work left uncommunicated and unnoticed between teams



Lack of clarity on top company objectives

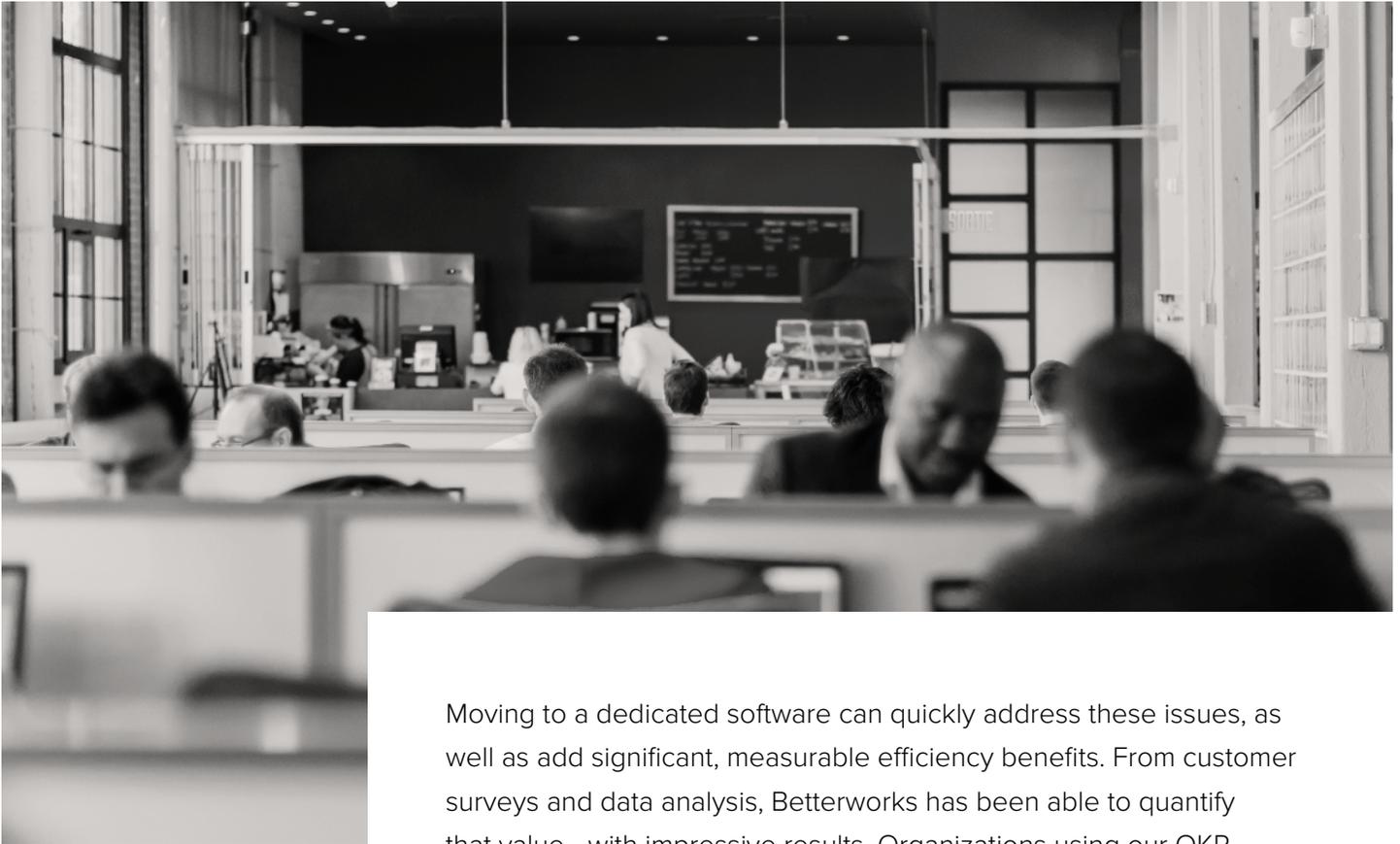
Many Companies Still Rely on Goal Setting Processes Rooted in Complex Tracking Docs and Outdated Priorities



FY2020 Corporate Objectives and Key Results

O₁: Drive high value vertical and horizontal solutions	
Definition:	
<ul style="list-style-type: none"> A solution that can be sold to solve similar customer problems in more than one vertical market, though the systems integrator may differ by vertical. 	
Added Q3: Produce a total of three complete solutions for our target verticals: <ul style="list-style-type: none"> Healthcare Retail 	<ul style="list-style-type: none"> Produce a Healthcare solution with HHM as a partner. Close 10 new or expansion deals with Arthur Management and Emerson in FY Produce a Retail Network Management solution.
For a minimum of 3 horizontal solutions — Operational category and Analytics — (retired at end of Q2)	Publish a complete set of horizontal marketing materials, including, for example: White paper(s), solution brief(s), joint partner collateral, vertical web page(s)
Achieve a 80% renewal rate and 400% expansion rate by YE FY Updated KR as of Aug Achieve cohort churn, 8% (dollars)	Q1 1.0 Q2: 0.6 (using updated measurement)
Achieve % goals in customer, partner and employee poll.	Polling done and will integrate into existing polling when possible. TBD

FACILITIES			Feb - Apr	May-Jul	Aug-Oct	Nov-Jan		
Objectives:	Key Results:	Measurement:	Q1	Q2	Q3	Q4	Achievement Evaluation	Comments
Implement key systems & process improvements	Drive to automate current processes and procedures	Achieve 99.99% accuracy rating for shipping and Receiving by implementing an automated tracking system	x				Q1- Met	Completed
		Establish approved vendors in EMEA & improve the efficiency of communication by 75%			x			



Moving to a dedicated software can quickly address these issues, as well as add significant, measurable efficiency benefits. From customer surveys and data analysis, Betterworks has been able to quantify that value—with impressive results. Organizations using our OKR solution typically save a cumulative 1,625 hours per quarter, resulting in \$520,000 of savings per 1,000 employees every year.



1,625

hours saved each quarter



\$520,000

annual savings

Betterworks achieves these results by making the entire goals process more efficient during each part of the goal cycle.

FACILITATING A STREAMLINED, CONNECTED, AND TRANSPARENT GOALS PROCESS

Betterworks is purpose-built to support continuous performance processes. It frees managers and employees of the burdens associated with traditional performance reviews and empowers them to contribute to the company's goals.

With a legacy goals practice...

Time is wasted searching for content

It's challenging to verify current versions

Painful process to cross-reference

With Betterworks

Goals are anchored around business objectives

- Goals and objectives are aligned with the organization's top priorities, allowing teams to collaborate and align around shared business goals
- Employee goals, set at least quarterly, are transparent and align to top company goals
- Cross-functional and team goals provide better visibility and accountability

Goal progress and employee development is fueled by frequent conversations

- Ongoing, in-context conversations strengthen employee engagement and improve performance
- Feedback, coaching, and recognition seamlessly integrate into workflows

Employee performance is part of overall business performance

- Employee performance is part of overall business performance
- Managers have a complete vision of employee performance and how it impacts business outcomes
- To keep pace with business, managers, employees, and HR can solicit and give feedback anytime

A data-rich, process-light solution

- Up-to-date, data-driven workforce insights to inform compensation/bonuses, leadership succession planning, calibration, and more
- Strategically staff cross-functional teams based on a deeper understanding of the talent pool

Savings

Just the simple act of employees navigating to goals throughout the quarter within Betterworks (instead of searching manually) can produce significant savings: up to 117 hours or \$37,440 each quarter for every 1,000 users*

Assessing Results:

EASY PREP PUTS THE FOCUS ON EMPLOYEE COACHING AND GROWTH

Because Betterworks was expressly designed with a continuous OKR management process in mind, many of the pitfalls associated with assessing goal results are removed. Because progress is recorded and evaluated on an ongoing basis it easy to:

Prepare for quarterly or annual performance review discussions

Remember and recognize goals and achievements

Recall which Key Results were accomplished, and where ongoing coaching is needed

Traditionally

Hours were spent scanning calendars and emails to remember accomplishments

Effort is wasted on both sides of the table by writing justification of why outdated goals weren't achieved or what new priorities were added during the year

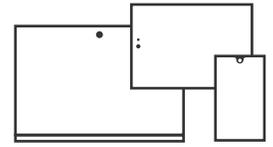
With Betterworks

Reviewing and presenting information during performance discussions or reviews is painless through profile view and achievement summaries

Savings

Betterworks can save every employee as much as an hour accessing goals, totaling up to 1,000 or \$80,000 per quarter in savings for the organization.*

Betterworks ensures goals are easy to set, manage and share throughout an organization



betterworks Home ^{New} Objectives Conversations Peer Feedback Recognition Alice

Q4 2020 Top Company Objectives My Objectives Product My Peers More

Update Progress Create

Show filters Export

Top Company Objectives (modified) Save as new

Objectives	Last Updated	Due	Comments	Score	Progress
<ul style="list-style-type: none"> Kentaro Miura CEO <ul style="list-style-type: none"> Begin ascent to camp one by measuring our culture (Megan Nottingham) 02/11/2020 02/29/2020 0 55% Charles Dillinger Chief Marketing Officer <ul style="list-style-type: none"> Begin our ascent to mount everest (Kentaro Miura) 02/12/2020 02/29/2020 1 54% Ingrid Sodergren Marketing Director <ul style="list-style-type: none"> Build a written plan to reach camp one (Kentaro Miura) 02/12/2020 02/29/2020 0 75% Travis Greenwood Chief Customer Officer <ul style="list-style-type: none"> 100% BHAG Certified (Megan Nottingham) 02/29/2020 1 0% Brooke Henderson VP Engineering <ul style="list-style-type: none"> Build Engineering Plan to reach Camp 1 (Brooke Henderson) 02/29/2020 0 86% 					
<ul style="list-style-type: none"> Core Team <ul style="list-style-type: none"> Deliver Infrastructure Upgrades to support the platform (Dev Ops Pod) 02/28/2020 02/29/2020 1 90% Dev Ops Pod Team <ul style="list-style-type: none"> Scope and Resource Camp 1 (Brooke Henderson) 02/28/2020 02/29/2020 2 65% Megan Nottingham CHRO <ul style="list-style-type: none"> Deliver a plan to address velocity and stability challenges in CFR (Core Team) 02/28/2020 02/29/2020 0 100% Rufus Jennings QA Specialist <ul style="list-style-type: none"> Build the Technical, Platform, and Architecture vision to support the Ascent (Brooke Henderson) 02/28/2020 02/29/2020 2 90% 					

Build Engineering Plan to reach Camp 1

86 / 100 Percent

Post a comment, @mention a colleague or add a #hashtag

Suggested hashtags #accomplishment #customers #passion #people

Cancel Submit

Comments Details Assessments

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Description
Assemble the resources and initial plan to reach Camp 1. Support the ascent with a solid, scalable platform

Start date 12/01/2019
Due date 02/29/2020

Alignment

- Begin our ascent to mount everest (Kentaro Miura) 54%
- Build Engineering Plan to reach Camp 1 (Brooke Henderson) 86%**

View in Charts

Progress over time

BENEFITS BEYOND THE NUMBERS

While the time and resource savings you can achieve with Betterworks is significant, it's only one piece. Additional benefits include:



Making progress towards meaningful goals keeps employees engaged and gives them clarity of purpose



Openness and transparency across the organization improves cross-team alignment, builds a culture of trust and focuses everyone on the same priorities



Access to important updates throughout the quarter helps leaders stay agile and respond to changing market trends and priorities



Less time spent on status updates means managers have more time for focused, frequent coaching and feedback conversations with their teams



Clear process drives operational excellence and better results throughout the organization

More and more functional and HR leaders are recognizing that sustaining employee motivation is not a one-time event, but rather requires a continuous process maintained through regular, open, and ongoing conversations between employees and managers around goal alignment, feedback, development and recognition.

With goals being such a central part of your organization's performance management process adopting OKRs for goal creation [I will (Objective), as measured by (Key Result)] ensures employees in every department and function are aligned and working towards the organization's top priorities.

Every organization is unique, and there is no one-size-fits-all approach to continuous performance management. You want to understand all the learnings and best practices, and then use them to craft the unique program that best fits your organization's culture and business needs.

When companies use purpose-built technology that ties performance management to business outcomes, the value is undeniable. If you're ready to uplevel your business performance and bridge the gap between your business strategy and operational execution, reach out to us at hello@betterworks.com.



Betterworks Value Analysis:

THE DETAILS

Activity	#employees affected/ 1,000	min w/o BW	min w/ BW	min saved	times/ qtr	min saved/ qtr	hours saved/ qtr	\$ saved/ qtr	\$ saved/ yr
Goal creation: employee views manager goals for alignment	81% (813)	10	5	5	2	8,130	136	\$10,880	\$43,520
Goal creation: employee replicates goal from previous quarter	25% (250)	5	1	4	1	1,000	17	\$1,360	\$5,440
Goal creation: managers view employee goals	100% (1,000)	10	3	7	1.5	10,500	175	\$14,000	\$56,000
Goal management: employees easily navigate to goals	100% (1,000)	10	3	7	1	7,000	117	\$9,360	\$37,440
Goal assessment: Prep for and review employees goals	100% (1,000)	150	90	60	1	60,000	1,000	\$80,000	\$320,000
Goal assessment: managers indicate review of goals/scores	100% (1,000)	30	20	10	1	10,000	167	\$13,360	\$53,440

*Per 1,000 employees, based on blended \$80/hour employee cost estimate

ABOUT BETTERWORKS

Betterworks is the leading OKR and Continuous Performance Management solution that helps enterprises achieve agility, align their organization and accelerate business and employee growth. Our [award-winning software products](#) deliver the critical insights, conversations, feedback and recognition needed to align, engage and develop today's complex workforce. With Betterworks, organizations can ensure alignment, transparency and accountability across the enterprise for sustained competitive advantage.

Based in Redwood City, CA Betterworks has received more than \$65M in funding and is used daily by employees and managers from 119 countries in more than 20 languages.

[Click here for more resources around OKRs](#), and for more information about the latest people management strategies and best practices visit our [resources library](#).



Goals and Alignment

Align teams and individual goals to the organization's top priorities



Conversations, Feedback, Recognition

Facilitate continuous coaching, skill development goal progress



Calibration

Up-to-date, real time insights into employee performance



Insights and Analytics

Actionable program and workforce insights, at a glance



Engage

Listen to employees at all stages in their lifecycle and take action



Integrations

Meeting teams where they work



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