**Setting up an** Objectives & Key Results **(OKR) framework for Agile Store Operations.**

To drive success, it is critical to utilize a methodical approach to define specific objectives and results. World class organizations like Google, Microsoft, Uber, and LinkedIn leverage the Objectives & Key Results framework to accomplish this and have achieved rapid, consistent success doing so.

Setting up your Objectives and Key Results for developing an Agile Store Operation is often the first step in a project plan to achieve Agile Store Operations.

Based on our experience with leading retailers the following is an example OKR framework for achieving Agile Store Operations:

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| --- | --- | --- | --- |
| Goals | Simplicity | Speed | Engagement |
| Objective | Reduce the cognitive load to focus on what matters most for optimal business performance | Rapid cycle times of real time, strategically aligned information delivered to teams with impact immediately reported back | Show people their impact in a gamified way |
| Key Results | * **Unify** all reports and tasks into a singular, mobile, communication channel * **Personalize and Prioritize** relevant information to each team member * **Digitize** both the surfacing of information and the capture of actions against it | * **Align** rapidly the field to the core objectives and KPIs * **Instant** feedback from stores to centre * **Crowd sourced** best practices across the organization | * **Visibility** of performance and impact * **Coaching** more regularly than store visits |
| Success Metrics | * Reduction in reports and systems by % * >50% of information distributed actioned upon * Increased sales of 1.0% * Improvement in Labor Productivity by 5% | * Ability to set up and align on new KPIs in <1 week * Weekly store feedback on actions taken * Weekly insight into best practice | * 100% of store teams report knowing what impact their actions are having * 100% of store teams believe they are getting coaching from District Leaders at least weekly |

Establishing this framework is the equivalent of having a guiding north star in order to achieve Agile Store Operations. The next section provides the repeatable approach we take to achieving this, with further information in articles beyond on some core insights in key areas as well as asking one of the most important questions: how to create a business case that stacks up for the CFO.