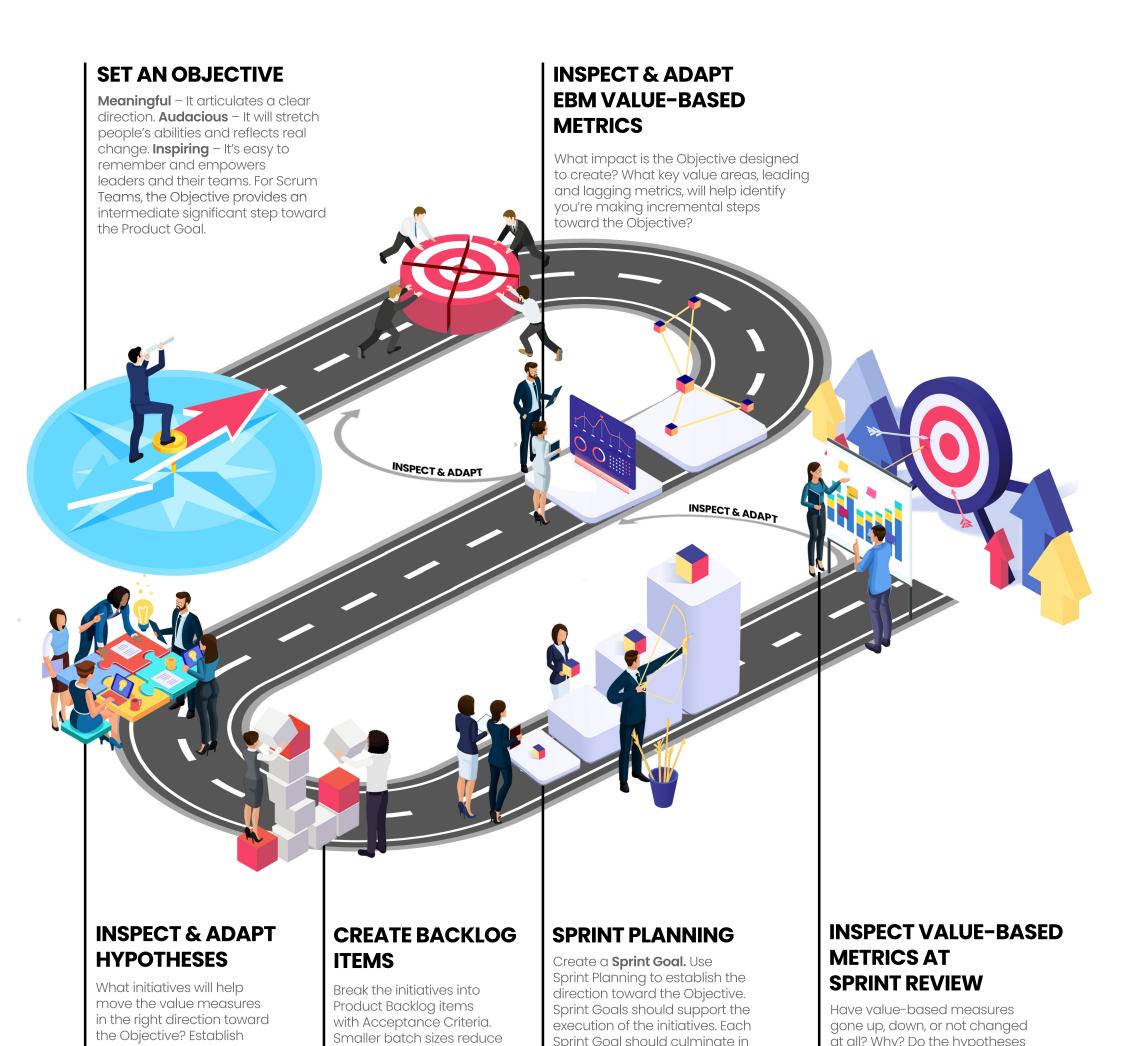
OKRS AND EVIDENCE-BASED MANAGEMENT (EBM)

Objectives create real benefits and outcomes when Key Value Areas (KVA) use evidence-based metrics over activity-based milestones, tasks an deliverables. For the agile enterprise, executives inspect and adapt both initiatives and their metrics so that real benefits are achieved and ability to pivot is optimised.



Sprint Goal should culminate in

a step toward the Objective.

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these as hypotheses.

should move?

When executed, which

value-based measures



at all? Why? Do the hypotheses

based on what the Increment and

metrics reveal about true progress,

or measures need to change

impacts and outcomes?

variability and risk, and help

make true progress of an

Increment transparent.