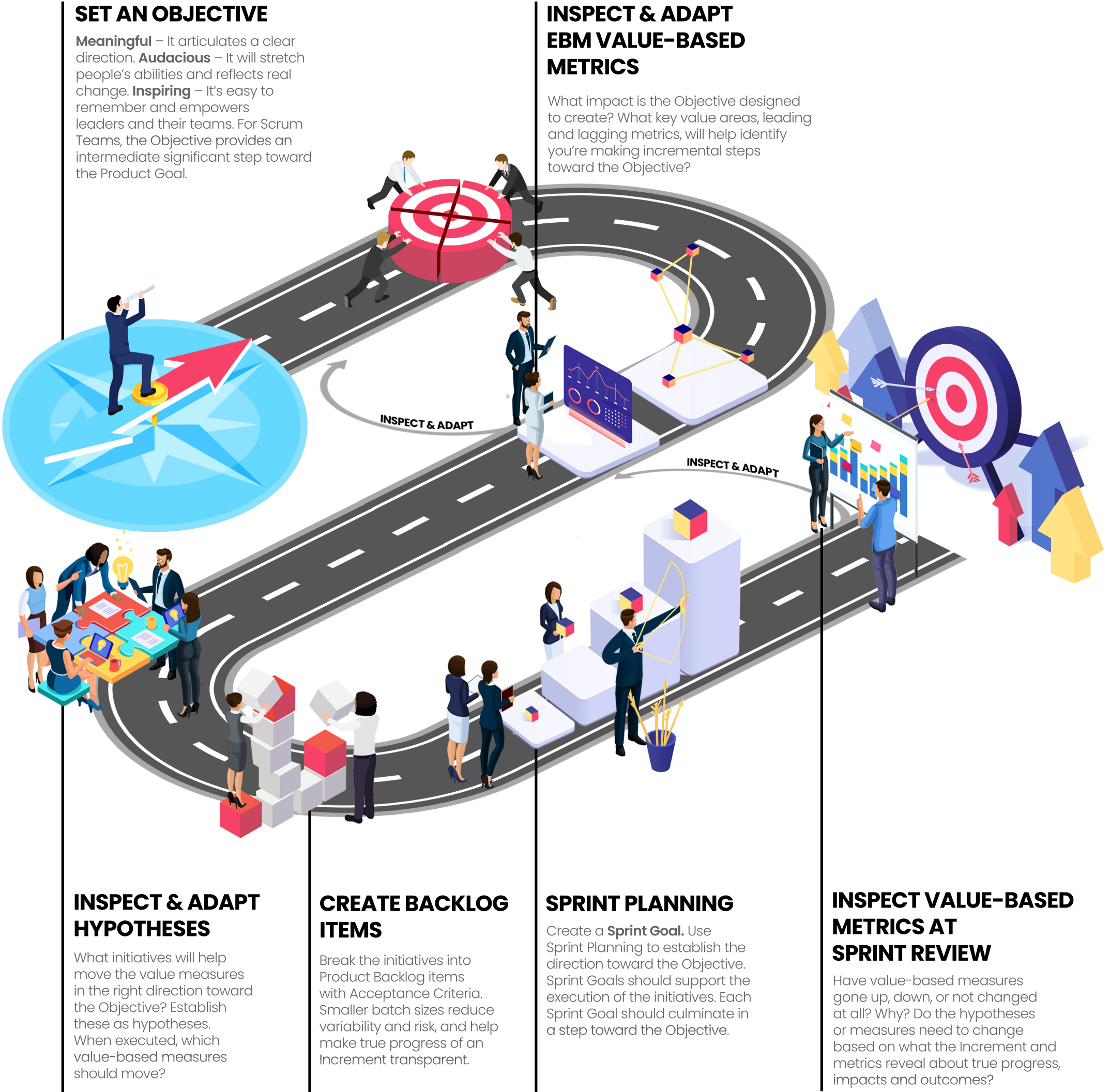


OKRS AND EVIDENCE-BASED MANAGEMENT (EBM)

Objectives create real benefits and outcomes when Key Value Areas (KVA) use evidence-based metrics over activity-based milestones, tasks and 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.



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