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2025
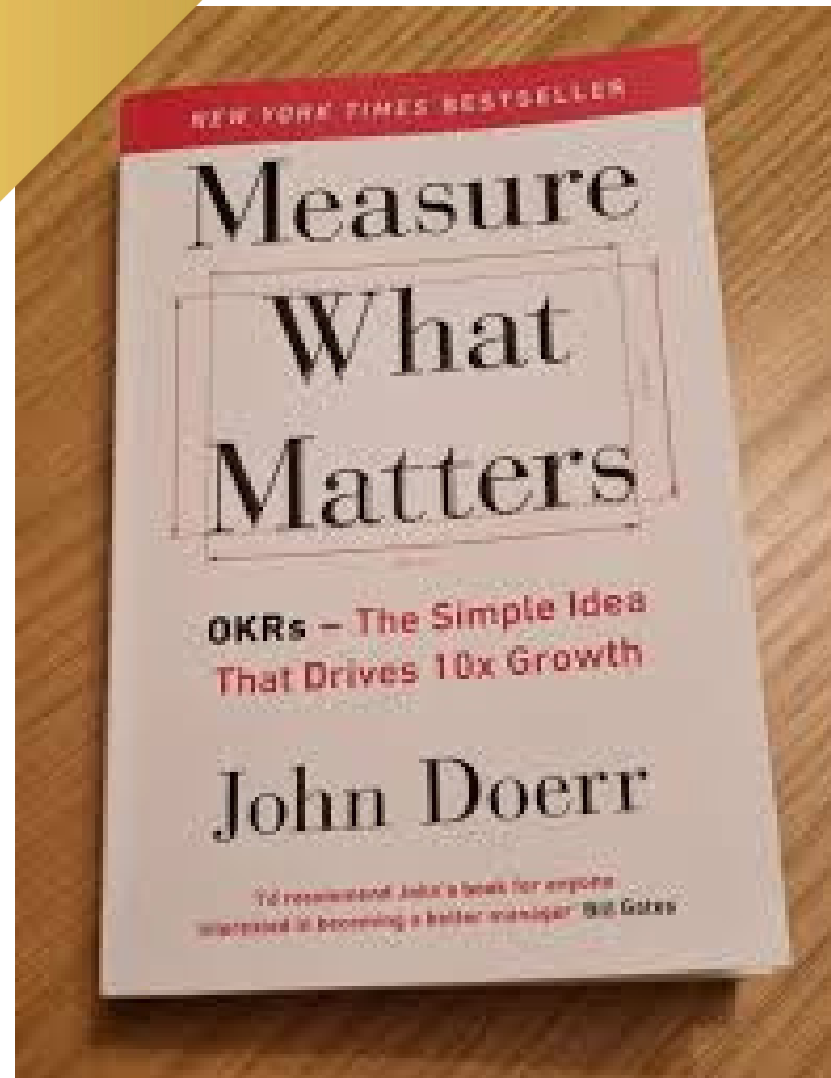
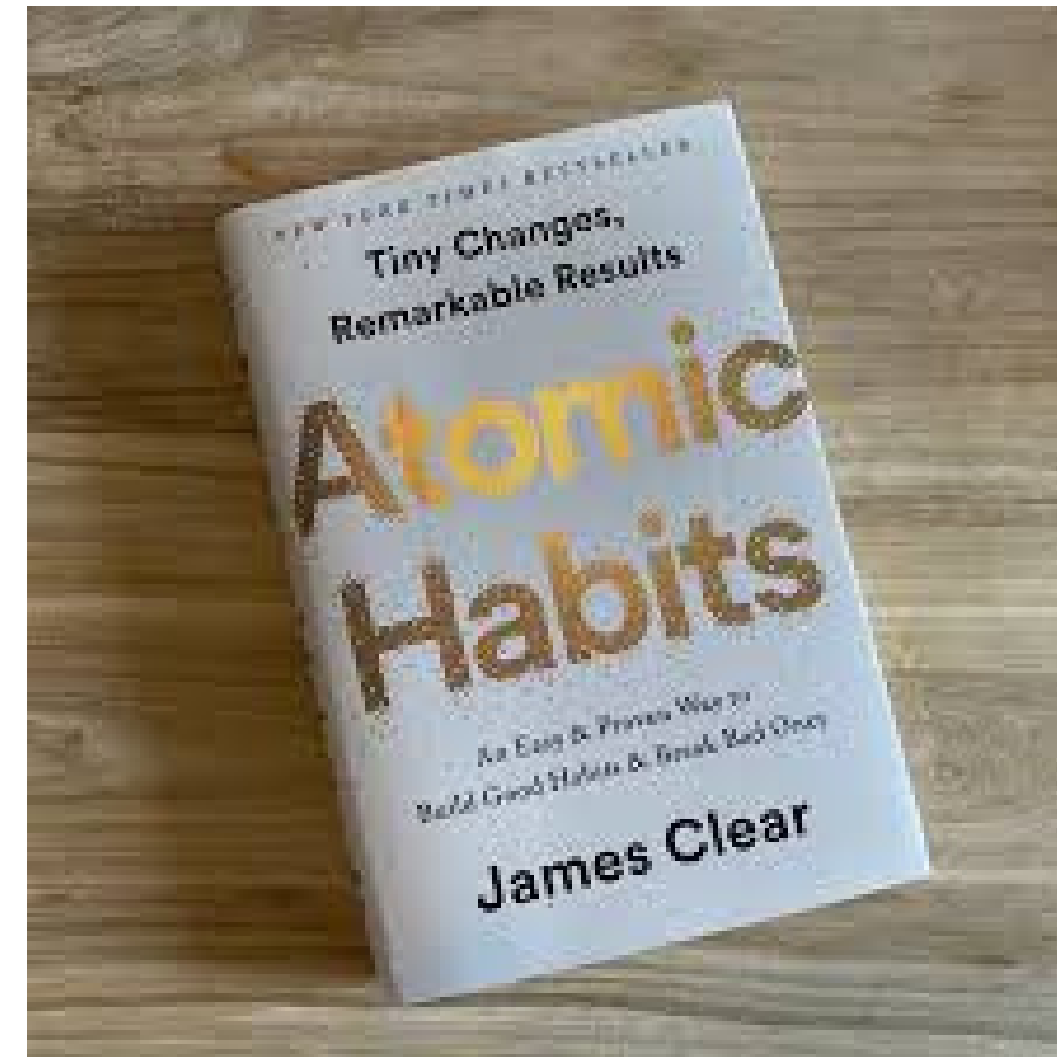Leveraging Atomic Habits and OKRs

Setting Goals for Success

GOAL

Measure What Matters: The Simple Idea that Drives 10x Growth
Paperback – January 1, 2018
by John Doerr (Author)
4.5 4.5 out of 5 stars (9,401)

Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones
Hardcover – October 16, 2018
by James Clear (Author)
4.8 4.8 out of 5 stars (136,064)

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Why Goals Matter

- Goals provide clarity and a roadmap.
  - Help you say "no" to other things.
- They align your team's efforts toward measurable results.
  - Guide your 1:1's and making managing "easier"
- Goals help focus on delivering measurable value to clients and achieving growth despite the complexities of the market.

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Key Insight from Atomic Habits

"You do not rise to the level of your goals. You fall to the level of your systems." – James Clear

- Goals are outcomes; systems are the processes that achieve them.
  - Put a process or system behind every goal and delegate it to the appropriate team members.
- Focus on building small habits that lead to sustainable progress.
  - Example: Writing one blog per week leads to increased website traffic.
- Tip: Set habits like a weekly GovCon news review or regular competitor analysis. Put it on your calendar. Make it an appointment.

What Are OKRs?

- Objective: A clear, inspiring goal.
  - Example: Increase brand awareness in the specifc market.
- Key Results: Specific, measurable milestones to track progress.
  - Examples:
    - Publish 12 thought-leadership articles by Q2.
    - Increase LinkedIn engagement by 30% in six months.
- Tip: Use OKRs to align with client goals, like improving agency outreach metrics.
- USE THE RIGHT METRIC!

Aligning Atomic Habits and OKRs

- Atomic Habits: Focus on incremental improvements.
  - Example: "Post one LinkedIn article every two weeks."
- OKRs: Set clear, measurable goals.
  - Example: "Boost LinkedIn followers by 20% in Q1."
- Combine Them:
  - Build a habit (process).
  - Track it with key results (outcomes).

Example of OKRs in Action

- Objective: Establish thought leadership
- Key Results:
  - Host 2 Educational webinars by Q2.
  - Increase whitepaper downloads by 50%.
  - Gain 1,000 new newsletter subscribers by year-end.
- Habit: Allocate 1 hour weekly for creating content.

Be SMART in Setting Effective Goals

- *Be **Specific**: Define what success looks like.*
- *Make them **Measurable**: Use metrics to track progress.*
- *Keep them **Achievable**: Stretch, but don't overreach.*
- *Ensure they're **Relevant**: Align with your team's priorities.*
- *Set a **Timeline**: Create urgency with deadlines*

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For the Manager

Align your employees goals to the company goals and break it down into measurable increments.

- **Goal**: Grow Social Following by 200%
  - **Marketing team**: Create 4 blogs per month and optimize for our target keywords and distribute to target audience platforms (Assume personas have been done)
  - **Production team**: Create 2 shorts per week and 2 long form pieces of content per month. Work with marketing team to optimize for keywords and audience.
  - **Advertising team**: Work with marketing and production team to create evergreen campaign. Q1 focus is awareness. Q2 focus is on consideration. Q3 is lead gen.

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My Personal Vision Boards

My boards may be TMI but you are welcome to see them

Takeaway and Discussion

- **Takeaway**: Goals are your destination, habits and OKRs are your tools to get there.
- **Discussion Questions**:
  - What small habits are you implementing this year?
  - How do you currently measure success?
  - What's one goal you're focusing on for 2025?