

# DISRUPT YOUR MARKET

BY PROVIDING TRUE IMPACT



**OKR**  
COHORT

Many organizations are stuck in their old ways, unsure of how to embrace new methods and drive the kind of innovation that leads to market disruption. This is something my business partner and Co-Founder of OKR Cohort, Denise Kanfield, and I see far too often. Rather than taking an innovative approach towards a new, more impactful, solution, organizations fall into the status quo and lose sight of a bigger future.

The key to addressing this challenge is to adopt a mindset of continuous improvement and to set ambitious objectives that inspire teams to think outside the box.

The issue we want to address is what's stopping your organization from disrupting that status quo and rallying their people towards the creation of game changing, impactful, and market creating delivery.

## **THE CHALLENGE OF EMBRACING INNOVATION**

Many organizations find themselves trapped within the comfort of familiar routines, reluctant to deviate from the tried-and-true methods that have guided them in the past. This resistance to change stems from a fear of the unknown, a reluctance to challenge established norms, and a tendency to prioritize short-term stability over long-term growth. However, the very essence of market disruption requires a departure from these conventions and a leap into uncharted territory.

For larger organizations, they often get caught up in "eating their own dog food," meaning they become too focused on pleasing stockholders, maximizing profits, and sticking to what has worked in the past. This can stifle innovation and prevent them from exploring new opportunities. We've seen examples of once-thriving companies like General Electric, Blackberry, and Nortel struggling to adapt and stay relevant in the face of change.

Another challenge organizations face is the skill sets of their employees. If companies don't invest resources in developing their employees' skills, they may lack the creativity and innovative mindset needed to drive change. This also extends to attracting top-tier talent, who can bring fresh perspectives and ideas to the organization.

To disrupt a market and create lasting impact, organizations must first embrace the mindset of continuous improvement. This entails a commitment to ongoing learning, adaptation, and innovation. Instead of settling for incremental changes, teams should be encouraged to question assumptions, challenge existing processes, and explore new avenues for growth. At OKR Cohort, we firmly believe that the seeds of true disruption are sown in an environment that fosters curiosity, experimentation, and collaboration.

## THE RIPPLE EFFECT

One of the most significant consequences is the risk of being overtaken by startups or more agile competitors. These nimble organizations often have a different perspective on the market and can rapidly capture market share, leading to a decline in revenue for the established players. We've seen this

happen with the downfall of big names like Blackberry, who were displaced by more innovative companies.

And another consequence of this is the potential loss of top talent to competitors. If your organization isn't at the forefront of innovation, the most skilled and creative individuals may be drawn to work for other companies that offer more exciting and challenging opportunities.

When an organization fails to innovate and adapt, it risks losing the trust of its stockholders and customers, which can lead to a decline in investment and consumer interest. In the long run, this can have serious repercussions on a company's financial stability and overall reputation.

## **REDEFINING SUCCESS: FROM INCREMENTAL TO IMPACTFUL**

One of the most effective ways to ignite innovation and break free from the status quo is by setting ambitious objectives. Ambitious objectives challenge teams to stretch beyond their comfort zones, encouraging them to think outside the box and explore novel solutions. These objectives serve as catalysts for innovation, prompting teams to harness their creative potential and channel it toward the realization of groundbreaking ideas.

Also, if an organization can promote a culture of creativity and innovation, they'll be in a strong position to disrupt their marketplace and create truly game-changing products and services. This not only drives growth but also sets them apart from competitors.

When a company is known for its innovation and forward-thinking approach, talented individuals from around the world will be eager to join the team. This influx of fresh perspectives can further fuel the organization's growth and success.

In the pursuit of market disruption, organizations must redefine their understanding of success. Instead of measuring success solely by incremental improvements, organizations should focus on creating true impact. This shift in perspective involves concentrating efforts on projects and initiatives that have the potential to reshape industries, solve pressing problems, and deliver transformative value to customers. By doing so, organizations shift their gaze from short-term gains to the long-term benefits of revolutionizing their respective markets.

## **OKR COHORT IS KNOWN FOR HELPING ORGANIZATIONS ADDRESS THESE CHALLENGES**

Leaders hire us to shift the focus of their organization from activities to outcomes to identify where duplication is happening and help embed purpose in their work. In essence we help them focus on the right things and get transparency across the work that is happening to achieve their strategy.

OKR stands for Objective and Key Results. This is an outcome-focused goal setting framework that helps organizations to align and connect strategic intent to work with aspiring goals.

## INJECTING DISRUPTIVE INNOVATION THROUGHOUT YOUR INDUSTRY

By setting ambitious and inspiring OKRs, organizations can refocus their priorities and encourage teams to think creatively. For example, a top-level Objective could be "Revolutionize the industry through disruptive innovation." The Key Results should then be designed to measure progress towards this goal while allowing room for experimentation and learning. Start with an impact conversation: To understand impact and needs, start with a conversation about the impact you want to make and the needs of your customers or stakeholders. This will help you focus on what really matters and avoid getting lost in details.

Identify problems that don't yet exist: Look for problems that haven't been clearly defined or solved yet. This will help you stay ahead of the competition and innovate in new ways.

Focus on the root issue, not symptoms: When you identify a problem, focus on the root cause rather than the symptoms. This will help you solve the problem more effectively and avoid wasting time on ineffective solutions.

Leverage frameworks differently: Use frameworks in new and different ways to bring your team behind a high impact, disrupting concept. This can help you unlock new possibilities and drive innovation in your organization.

Focus on the right things sooner: Prioritize the right innovations that will drive value to your customers. This will help you stay focused on what matters most and avoid wasting time on less important projects.

To succeed in today's market, organizations need to be flexible and focused on delivering products that meet customer needs and align with overall business goals. Outcome-focused product or service management goes beyond just offering features or capabilities; it's about achieving specific results that cater to customer demands and business objectives.

There are several key steps we guide our clients through to help meet these specific objectives, which always keep the desired outcome in mind.

**Step 1:** The first step is to identify the problem from the customer or user's perspective. By understanding their pain points and the impact on their daily lives or work, product management can find opportunities for improvement and develop solutions that provide real value.

**Step 2:** The next step is to recognize the reward or benefit that the customer or user will experience once the problem is solved. By understanding their desired outcomes, like increased efficiency or cost savings, product management can develop solutions that deliver tangible benefits.

**Step 3:** The OKR framework helps product management focus on specific outcomes and key results needed to solve the problem and deliver the customer's desired reward. By adopting OKRs, product management can prioritize the most important results and align them with overall business objectives.

**Step 4:** The team should develop a proposal that focuses on achieving the targeted objectives, with clear and specific OKRs that align with customer needs and business goals. This ensures that all stakeholders are working towards the same goal.

**Step 5:** The next step is to create a plan outlining the major milestones and deadlines needed to achieve the objectives or OKRs. This includes identifying essential stakeholders, team members, and resources. A clear plan ensures everyone is working together and towards the same goal.

**Step 6:** The team is responsible for driving execution and monitoring progress towards outcomes or OKRs. This involves tracking and reporting on key metrics and KPIs, as well as incorporating customer feedback into the execution plan. By closely monitoring progress, product management can identify and address any barriers or issues that arise.

In conclusion, outcome-focused product or service management is a powerful approach that helps organizations develop valuable products by focusing on customer needs, connecting outcomes to broader business objectives, and using the OKR framework to define specific outcomes and key results. By following these steps, product management can ensure all stakeholders are aligned and working towards a common goal, ultimately driving success for both customers and the business.



## A REAL-WORLD EXAMPLE

Our team had the opportunity to work with a 150-year-old financial institution to address a similar challenge. Ultimately, they were hoping to increase the client acquisition process and enhance their overall book of business. However, they wanted to also emphasize an importance on client retention as well!

We helped them leverage specific OKR's that allowed clients to remain connected to the organization and continue to experience an impressive level of service at every turn. They outlined key results that corresponded with the OKRs to help provide a roadmap forward to achieving this desired result.

But aside from this process, we helped them also shift their focus towards assisting customers and clients “beyond banking” and providing a deeper level of service. This, in turn, would also help strengthen the client relationship over time!

With our help, the financial institution incorporated new services to provide an additional level of value to their clients, as well as implementing the OKRs we put in place to address their core business challenges. A win-win for everyone involved!

## THE BOTTOM LINE

True market disruption is not a matter of chance; it's a deliberate and strategic endeavor that requires organizations to break free from the confines of the status quo. By adopting a mindset of continuous improvement, setting ambitious objectives, and fostering a culture of innovation, organizations can position themselves at the forefront of change and create a lasting impact on their industries. As Co-Founders of OKR Cohort, Denise Kanfield and I have witnessed firsthand the transformative power of these principles. The journey may be challenging, but the rewards of true market disruption are immeasurable – reshaping industries, driving growth, and leaving an indelible mark on the business landscape. It's time to disrupt your market by providing true impact – the path to innovation and growth awaits those who dare to embrace it.

If you're looking to make a change in your organization and get focused on the customer and the outcomes that you deliver, the best way to engage with us is just to go to our website at: [okrcohort.com](https://okrcohort.com)

Grab some time on our calendars and we can have a conversation to learn about your specific challenge and help you understand how OKRs can solve that issue. Every situation is different, and each organization has a unique twist to the challenges they're facing. So, reach out to us and let's talk.

Our team covered this very topic on a recent episode of our video and podcast series! If you'd like to learn more and enjoy an in-depth conversation surrounding this informative topic, head over to our [YouTube channel](#) or visit OKR Cohort on your favorite podcasting platform!



## ABOUT THE AUTHOR

### NIZAR KHOJA



Nizar is considered a thinker, leader, coach and is curious about New Ways of Working, Remote Work, and Digital Enablement! He is passionate about finding ways to make organizations awesome through a culture of efficiency, empowerment, engagement and empathy. Nizar has extensive experience working in different setups and industries (from start-up to large organizations) that enable him to understand how to impact change that could be sustained within specific organizations. He is a firm believer in creating a culture of purposeful and high performing teams to focus on continuous value delivery. Nizar has leveraged Business Agility as a catalyst to serve organizations' purpose and align to work (Outcomes to Output)...agility techniques and framework required to be appropriate for each organizations and group needs.