CASE STUDY

Empowering Strategic Success with Futureworks' OKR Platform at StormGeo

Introduction

StormGeo, a striving SaaS company, needed to strenghten strategic execution and cross-functional collaboration post-reorganization. They started using OKRs 12 months before Futureworks came into the picture. The need for a robust methodology to unify their team efforts led them to Futureworks OKR platform and onboarding services. This case study explores how Futureworks integrated solutions accelerated StormGeo's strategic initiatives and organizational alignment.

Challenges

Before partnering with Futureworks, StormGeo struggled with:

- OKR implementation
- Low efficiency in strategic execution
- Limited cross-functional collaboration
- The aftermath of an organizational restructure demanding a unifying methodology

Solutions Provided

Futureworks engaged with StormGeo through a software tool and onboarding services, focusing on:

1. **Consultative Training and Workshops:** Initial sessions to instill a deep understanding of effective OKR practices.

2. **Close Monitoring and Support:** Continuous guidance throughout the OKR implementation process to prevent the development of counterproductive habits and ensure adherence to best practices.

3. **Software Utilization:** Deployment of the OKR platform Futureworks that provided critical support in illustrating progress and driving accountability.

Impact and Results

The partnership yielded significant measurable outcomes within the first quarter:

- Achieved 72% of the annual goal for reducing a specific area linked to technical debt.
- Completed 50% of the security project milestones.
- Gained a more accurate understanding of churn, setting the stage for proactive management in subsequent quarters.
- Achieved a 25% growth in cross-sell initiatives.
- Fostered focused discussions on pivotal topics to advance organizational objectives.

Process and Alignment

Futureworks onboarding services were instrumental in:

- Assisting in all OKR-related meetings, providing ad-hoc support, and coaching process owners.
- Ensuring meaningful OKR settings aligned with StormGeo's strategic goals.

Software Efficiency

The OKR platform enhanced visibility and engagement across all functions, featuring:

- Functionalities like OKR check-in meetings, visualization tools, and dashboards that enhanced focus and tracked cross-functional OKRs up to the executive level.

Synergy and Support

StormGeo benefited from a synergistic relationship between Futureworks software and onboarding services, noting:

- A seamless integration of training and support essential for driving the OKR process.
- Prompt and effective support from the Futureworks team throughout the OKR journey.

StormGeo
Part of Alfa Laval

Summary

Futureworks' OKR platform and onboarding services have proven to be a vital asset for StormGeo, enabling them to streamline their strategic processes and enhance team cohesion.

This case study demonstrates the transformative potential of integrating expert onboarding with advanced software solutions to optimize organizational performance.

Client Testimonial

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StormGeo recommends Futureworks combined software and onboarding services, emphasizing the importance of having a clear process owner within the company to maximize the benefits of the OKR methodology.

The consultant from Futureworks was praised for his expertise in fostering the development of impactful OKRs and his proactive approach in translating strategy into action.

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Ingvild Kjörrefjord

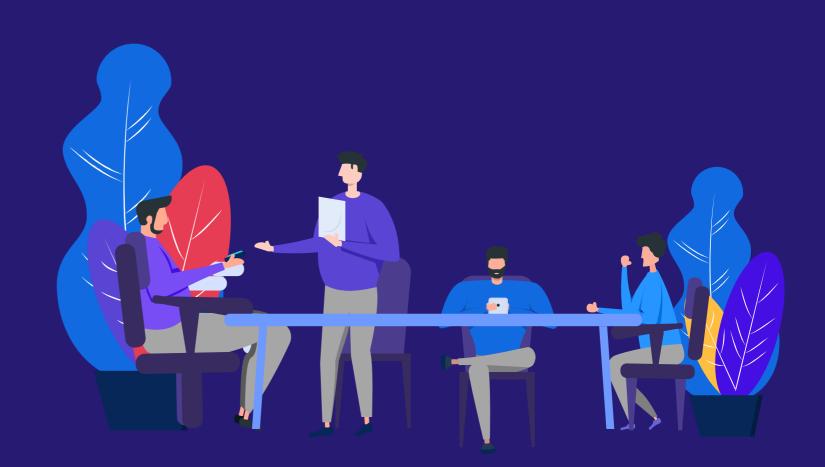Head of Strategy Execution
at StromGeo

An Interview with StormGeo

Ingvild Kjörrefjord

Head of Strategy Execution

Kim Leinan

CEO & OKR Coach
at Futureworks

INTERVIEW

StormGeo

Today, we are speaking with a key representative from StormGeo, who has extensively used Futureworks' OKR platform and onboarding services to enhance their strategic execution and team cohesion post-reorganization.

Kim: Thanks for joining us today. Can you start by describing the initial challenges StormGeo faced with OKRs before our engagement?

Ingvild: Certainly. We were struggling with low efficiency in executing our strategies and had limited cross-functional collaboration. After undergoing a reorganization, it was crucial for us to find a methodology that could unify our team. This led us to seek your expertise.

Kim: What changed after you started using Futureworks' OKR software and onboarding services?

Ingvild: Your team provided an eye-opening session on achieving success with OKRs and closely followed our implementation over a quarter. This hands-on guidance was invaluable in ensuring we adhered to best practices and didn't fall into bad habits. The software itself became a crucial tool for illustrating progress and fostering accountability.

Kim: That's great to hear. Could you share some specific outcomes or achievements from this collaboration?

Ingvild: Absolutely. We've made significant headway on our annual goals; we've already achieved 72% of our target for reducing technical debt and 50% of our security project goals in just the first quarter. We also improved our understanding of churn, which we plan to address more effectively in the coming quarters. Moreover, we've seen a 25% increase in our cross-sell initiatives.

Kim: How did our onboarding services assist your team in setting meaningful OKRs and aligning them with your organizational objectives?

Ingvild: Your team was hands-on in all our OKR meetings, from planning and results reviews to retrospectives. The ad-hoc support to OKR teams and the coaching provided to our process owner were highly valuable. It helped us align our OKRs meaningfully with our strategic objectives.

Kim: In what ways did our software facilitate the tracking, monitoring, and progress evaluation of your OKRs?

Ingvild: The software creates visibility and engagement across all functions, which was a new experience for many. The features like OKR check-in meetings, visualization, and dashboards were particularly beneficial for maintaining focus and tracking progress.

Kim: Can you describe the overall synergy between our software and onboarding services?

Ingvild: The synergy was critical. A software solution alone wouldn't have been as effective without the training and support your onboarding provided. The combination really drove our process forward, making the implementation of the OKR methodology seamless.

Kim: Were there any features within our software that stood out to you?

Ingvild: The dashboards for creating an overall focus and the tracking of cross-functional OKRs up to the executive level stood out the most. These features really helped in managing and visualizing our progress efficiently.

Kim: How responsive and supportive was our team during your journey with OKRs?

Ingvild: Your team was very quick to engage and easy to work with. Whenever we needed guidance or faced any issues, we received prompt and effective support.

Kim: Would you recommend our services to other organizations?

Ingvild: Definitely. The value we've received from combining your software with onboarding services has been immense. It's crucial, though, to have a clear process owner in the company to maximize the benefits.

Kim: Any final thoughts or additional comments about the process or our team?

Ingvild: Your consultant was highly skilled in helping us get going with creating effective OKRs and understanding the overall strategy implementation. The quick response times and the proactive support were particularly impressive.

Client Testimonial

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Futureworks' OKR platform and onboarding services transformed our strategic game!

With their expert guidance and powerful tools, we saw remarkable results in just one quarter: 72% reduction in technical debt, 50% completion of security project milestones, and 25% growth in cross-sell initiatives.

Highly recommended for organizations aiming to level up their strategy execution!

#GameChanger #OKRSuccess

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Ingvild Kjörrefjord

StormGeo
Part of Alfa Laval

FUTUREWORKS

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