

KEGON



This is Peter.
Do you know what Peter will do
to support his company's strategy?
Neither does Peter!

Peter's company has to compete in a fast changing digitalized world. They want to establish mechanisms to react to changes quickly and be resilient.

Do you know how?

Peter's company neither.



KEGON Business Agility Flow

Our OKR Approach to explore and achieve your enterprise strategy

The KEGON Business Agility Flow is a collaborative and iterative approach. The development, delivery, and particularly the adaptation, of the corporate strategy takes place in an infinite loop, structured with recurring events.

In these events, the extended leadership team **reviews** the latest corporate environment developments and current results of your strategy, **reiterates** through the strategy development, **aligns** the strategic goals for the current year, and **delivers** results.

In this way, the people, who really know your company, can contribute to its strategic direction. The result is an excellent strategy with the leadership team's shared understanding and commitment.



OUR VALUES

**Open and
respectful**

**Iterative and
incremental**

**Together and
aligned**

OUR PRINCIPLES

**Establish strong
collaboration with all
affected sub-units**

**Work with hypotheses,
deliver and validate**

**Connect Strategy and
Delivery with a real
feedback loop**

**Invite everyone to
challenge the mission**

OUR PRACTICES

1. Carving out the Purpose, Core Values & Beliefs of the Organization
2. Gather a shared understanding of the diagnosis (external and internal assessment)
3. Work together to create an aligned mission
4. Deduce a common set of Strategic Objectives
5. Identify promising Strategic Initiatives
6. Deliver and validate the Strategic Initiatives
7. Enrich the Strategic Objectives with the results and learnings.

KEGON Business Agility Flow

7 Outcomes | 7 Steps | 1 Infinite Loop | 1 Canvas for the incremental approach



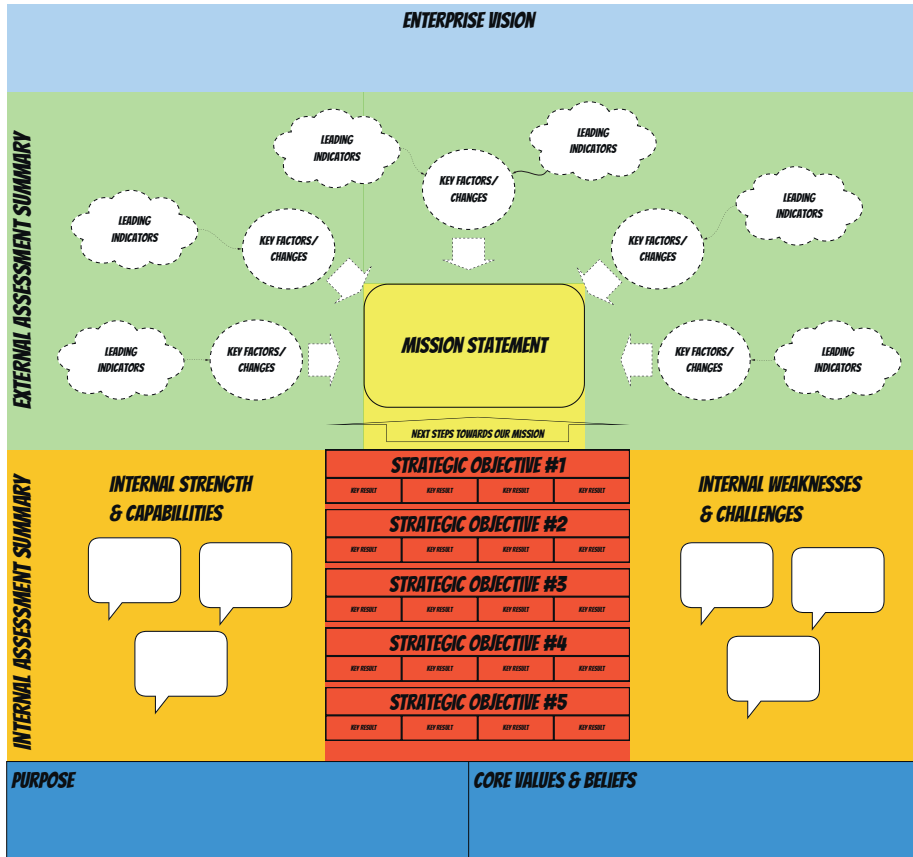
KEGON Strategy Canvas

Long-term
Enterprise Vision

Mission Statement to align the entire enterprise and reach the next base camp towards our vision

Strategic Objectives as next steps to reach the mission managed as **OKRs**

Company Purpose, Core Values and Beliefs which express the enterprise and influence the upcoming mission



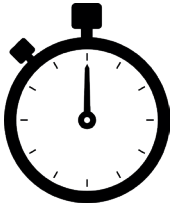
Weighted aspects of the **External Assessment** with leading indicators for validation

Common understanding of the internal strengths and weaknesses (**Internal Assessment**)

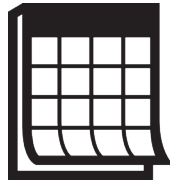
KEGON Business Agility Flow Indicators

The KEGON Business Agility Flow aims to increase the speed of achieving the Strategic Objectives. At the same time, the Strategic Objectives should be reliable and emerge with new learnings. The whole Strategy and the Strategic Objectives specifically should be effective for the entire enterprise.

For this reason, we use the following metrics to measure the Business Agility Flow.



Lead Time of
Strategic
Objectives



Strategy update
frequency



Predictability of
Strategic
Objectives



Alignment
Metrics



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