

# **Measure What Matters How Google Bono And The Gates Foundation Rock The World With Okrs**

IMPORTANT NOTE: This is a book summary of Measure What Matters by John Doerr and is not the original book. If you're looking for a better way of organizing your goals and getting things done, then read this advice from John Doerr, a venture capitalist with stakes in some of the world's largest and most successful technology companies. His approach to goal-setting has transformed the way these companies achieve their tasks and he's worked alongside big names such as Google, Intel, and Intuit. Thanks to his framework, known as OKRs, huge organizations have been able to streamline their priorities and focus on what truly matters. If it's worked for them, it can work for you. You know that goal-setting is relatively straightforward when just a couple of people are involved. But how about when you add more people to the mix? As your business grows, how can you get everyone working towards the same goals? How do you keep track of what everyone is doing and how they are performing without hundreds of spreadsheets and overlapping projects? How can you decide which goals should be prioritized and which ones can be left for another day? Can goals be used to encourage innovative

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change and if so, how can we measure their success? Doerr's book, *Measure What Matters*, answers all these questions and more with key lessons and examples from businesses that have used his goal-setting strategies. This summary gives you the most important points from his book so you can apply them to your own business and work. In this book, you will discover: Exactly what OKRs are and how they can completely transform the way you and your business set goals. How technology giants such as Google and YouTube, among others, have successfully applied OKRs to help them achieve short-term and long-term goals. How OKRs can be used both in startups and well-established behemoths. A new way to approach annual performance reviews that is far more effective than traditional methods. How organizational culture can make a huge difference when it comes to achieving your goals - and how you can change it to make it more effective. This book allows you to skip to the nuggets of wisdom and actionable content in a very easily absorbed, readable way including key takeaways at the end of each chapter. This book summarizes the original in detail, to help people effectively understand, articulate and imbibe the original work by Doerr. This book is not meant to replace the original book but to serve as a companion to it. If you want to find out one of the best ways to get everyone working efficiently

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towards the same goal, then this is the book for you. Click the 'buy now' button on this page to get started. \*PLEASE NOTE: This concise summary is unofficial and is not authorized, approved, licensed, or endorsed by the original book's publisher or author.\* Short on time? Or maybe you've already read the book, but need a refresh on the most important takeaways. In a quick, easy listen, you can take the main principles from Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs! John Doerr spells out the recipe for efficiency in corporations by using objectives and key results. A seasoned pro, Doerr traces on his history with OKRs and uses several examples from case studies by people who have implemented his system of utilizing OKRs. What unrolls is this: a great story and mission aren't the only keys to success; having a structured, transparent way of creating goals aligns a company and drives them to better performance. Doerr uses several case studies from tech companies, and even a musician, to present how OKRs changed their missions from being visions into reality. Measure What Matters to Customers reveals how to capitalize on Key Predictive Indicators (KPIs), the innovative measures that define the success of your enterprise as your customers do. If you want to increase your company's profits by working smarter, this is the book for you.

PLEASE NOTE: This is a collection of summaries, analyses, and reviews of the books, and NOT the original books. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way. If you are the author, publisher, or representative of the original work, please contact [info@zipreads.co](mailto:info@zipreads.co) with any questions or concerns. Whether you'd like to deepen your understanding, refresh your memory, or simply decide whether or not these books are for you, ZIP Reads Summary & Analysis is here to help. Absorb everything you need to know in about 20 minutes per book! This ZIP Reads Summary & Analysis Bundle includes: - Summary & Analysis of Measure What Matters | A Guide to the Book by John Doerr - Summary & Analysis of Loonshots | A Guide to the Book by Safi Bahcall - Summary & Analysis of This Is Marketing | A Guide to the Book by Seth Godin - Summary & Analysis of Fanatical Prospecting | A Guide to the Book by Jeb Blount - Summary & Analysis of Astrobball | A Guide to the Book by Ben Reiter Each summary includes key takeaways and analysis of the original book to help you quickly absorb the author's wisdom in a distilled and easy-to-digest format. ZIP Reads' summaries mean you save time and money reading only what you need. Buy this five-book bundle and start growing your business the smart way TODAY! Measure What Matters Overview John Doerr presents an engaging, easy-to-read, and

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practical methodology for realizing your professional goals through OKRs, or, Objectives and Key Results in his bestselling book, Measure What Matters.

Learn how to focus your business exactly where it can do the most good. Loonshots Overview In his thought-provoking book, Loonshots, physicist and entrepreneur Safi Bahcall explains how the world we see around us is the culmination of crazy ideas by individuals who refused to accept the status quo and boldly chased after a greater vision. This Is

Marketing Overview In his 19th bestseller, Seth Godin turns everything you think about marketing on its head, presenting a simple but novel idea: marketers exist to serve the audience they target.

Fanatical Prospecting Overview Fanatical Prospecting is a brief but powerful wake-up call to any salesperson or team leader. It tackles the concept of prospecting from the perspective of a salesperson, sales manager and prospect. Jeb Blount gives excellent tips and suggests proven solutions to anyone who seeks to improve the efficiency and effectiveness of their prospecting endeavors and fill their sales pipeline indefinitely.

Astrobball Overview After extensive research and analysis of his own, Ben Reiter offers readers a clear look at the evolution of the traditional game of baseball with all the pros and cons of allowing computers to make decisions. What you read may very well surprise you as the amount of complex

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data that can be broken down and analyzed today is uncovered. In spite of all that information, though, there is still one important factor that can never be taken for granted: it is people who play the game. Each summary includes key takeaways and analysis of the original book to help you quickly absorb the author's wisdom in a distilled and easy-to-digest format. ZIP Reads' summaries mean you save time and money reading only what you need.

DISCLAIMER: This book is intended as a companion to, not a replacement for the original books. ZIP Reads is wholly responsible for this content and is not associated with the original authors in any way. Measure What MattersHow Google, Bono, and the Gates Foundation Rock the World with OKRsPenguin

Objectives and key results or OKRs refer to a process that assists in moving organizations ahead. OKRs offer visibility and enable pushing back while staying fruitful. OKRs have helped Google accomplish 10-times growth several times and made it possible for Google to arrange information all over the globe. They have also made it possible for Google's workers to work accurately. Part 1 of the book details the main features of the OKR system and the way in which it converts good ideas into better execution and workplace satisfaction. Part 2 shares the main applications and implications of OKRs for a new work setting.

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Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs (2018) by venture capitalist John Doerr details a simple but highly effective goal-setting technique called Objectives and Key Results, or OKRs. The OKR method is a management philosophy that pairs concrete objectives with actionable steps...Purchase this in-depth analysis to learn more.

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove

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("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

SYNOPSIS: Measure What Matters (2018)

John Doerr's Journal of Innovation & Entrepreneurship  
How to implement Objectives and Key Results (OKRs).  
- The world's most successful companies use OKRs.  
- Google, Amazon, and Facebook use OKRs.  
- Microsoft, LinkedIn, and Uber use OKRs.  
- The Gates Foundation have been able to transform the way they



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accountability data isn't valid, or worse, what if it's meaningless? What if administrators don't know how to use accountability tools or correctly analyze the problematic data these tools produce? What if we can't measure, let alone accurately assess, what matters most with teaching or student learning. How is a business-model of economic efficiency supposed to increase the competing, and perhaps mutually exclusive, ends of schooling, such as human development, student learning, personal satisfaction, social mobility, and economic growth? What if students don't learn much in schools? What if schools were never designed to produce student learning? This book will answer these questions with a wide, interdisciplinary range of the latest scientific research.

Complete beginners can use this workbook for *Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs* by John Doerr and find immediate help in applying its major lessons. Objective Key Results (OKR) are a way to make sure that companies and organizations execute their ideas effectively. The OKR system is a collaborative goal-setting protocol used by individuals, teams, and companies and can guide everyone to success. John Doerr's book features stories of successful ventures that used OKRs as an execution tool. Aside from Google, others cited are Intel, Intuit, The Gates Foundation, Adobe, Lumeris,

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rock star Bono's One Campaign, and Zume Pizza.

Doerr discusses the four Superpower principles that are the foundation of OKRs- Focus and Commit to Priorities; Align and Connect for Teamwork; Track for Accountability; and Stretch for Amazing. Measure What Matters is a #1 New York Times bestseller. Bill Gates recommends it to people who want to become better managers. Do you want to apply the major lessons to your daily life? The goal of this workbook is to help even the newest readers apply what may be the most critical lessons found in Measure What Matters: How Google, Bono, and the Gates

Foundation Rock the World with OKRs by John Doerr. Results have shown that learning is retained best through repeated hands-on applications. With Max Help Workbooks, readers will be able to find distilled information categorized into major lessons with applicable exercise worksheets to maximize learning. Don't Miss the Following Content: -

Succinct breakdown of the book categorized into major lessons - Read and use the exercises yourself or as a group - Easy-to-understand analysis of each lessons distilled for even the newest of readers - Simple and practical worksheets to further reader's application - Quiz questions as a resource to be used for yourself or others So, what are you waiting for? Get your copy now and take out a pencil, pen, Concise Reading offers an in-depth and comprehensive encapsulation of "Measure What



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business priorities. It's about communicating these objectives throughout the company from entry level to CEO and it's about collecting timely, relevant data to track progress - to measure what matters. When Google first started out, its founders had amazing technology, entrepreneurial energy and sky-high ambition but no business plan. John Doerr taught them a proven approach to operating excellence that has helped them achieve greatness. He has since shared OKRs with more than fifty companies with outstanding success. In this book, Larry Page, Bill Gates, Bono, Sheryl Sandberg and many more explain how OKRs have helped them exceed all expectations and run their organisations with focus and agility.

Measure What Matters chronicles John Doerr's lifelong journey of helping organizations implement objectives and key results - otherwise known as OKRs. With the help of OKRs, companies like Google and nonprofits like the Gates Foundation have been able to transform the way they set goals to reach new heights.

What do Google and Bono have in common? They've both used objectives and key results (OKRs), a goal setting system that involves defining specific objectives and establishing how you'll measure your progress. In his 2018 book, Measure What Matters, John Doerr-an early investor in Google-details how OKRs have helped some of the most innovative people and companies focus, scale, and thrive. This audiobook summary distills some of the book's most significant points into concise, easily digestible clips. Learn more about what OKRs entail, how to track them, how to

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challenge yourself by implementing stretch goals, and more.

Note: This audiobook summary was produced by Blinkist. We are pleased to host this content in our library.

Summary of Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs: Trivia/Quiz for Fans Measure What Matters, John Doerr's newest novel, provides us with a great and interesting story and at the same time a detailed manual on how to be better entrepreneurs, how to improve our business, and most importantly, how to measure what matters. Measure What Matters has been acclaimed by successful entrepreneurs like Bill Gates and has also become a number one New York Times bestseller. Doerr has used diverse tools and systems in some of the most important companies in the world throughout his professional career as an investor and venture capitalist, which he now reveals and describes in detail in this incredible book. Features You'll Discover Inside: - A comprehensive guide to aid in discussion & discovery - 30 multiple choice questions on the book, plots, characters, and author - Insightful resource for teachers, groups, or individuals - Keep track of scores with results to determine "fan status" - Share with other book fans and readers for mutual enjoyment Disclaimer: This is an unofficial summary, analysis and trivia book to enhance a reader's experience to books they already love and appreciate. We encourage our readers to purchase the original book first before downloading this companion book for your enjoyment.

Wanna Read But Not Enough Time? Then, grab a SpeedyReads of Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr now! Here's a sample of what you'll see in this book: Summary of Measure What Matters Objectives and key results or OKRs refer to a process that assists in moving organizations ahead. OKRs offer visibility and enable pushing

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back while staying fruitful. OKRs have helped Google accomplish 10-times growth several times and made it possible for Google to arrange information all over the globe. They have also made it possible for Google's workers to work accurately. \*this is an unofficial summary of Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr. It is not endorsed, affiliated by Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs or John Doerr. It is not the full book. Download And Start Reading Now - Even if it's 3 AM! Hurry, Limited Quantities Available! \*Bonus Section Included\* 100% Satisfaction Guaranteed or your money back!

In an online and social media world, measurement is the key to success. If you can measure your key business relationships, you can improve them. Even though relationships are "fuzzy and intangible," they can be measured and managed-with powerful results. Measure What Matters explains simple, step-by-step procedures for measuring customers, social media reputation, influence and authority, the media, and other key constituencies. Based on hundreds of case studies about how organizations have used measurement to improve their reputations, strengthen their bottom lines, and improve efficiencies all around. Learn how to collect the data that will help you better understand your competition, do strategic planning, understand key strengths and weaknesses, and better respond to customer preferences. Author runs a successful blog and serves as a measurement consultant to companies such as Facebook, Southwest Airlines, Raytheon, and Allstate. Don't draw conclusions or make key decisions based on guesswork. Instead, Measure What Matters and the difference will show in the most important measure: your bottom line.

John Doerr met with the founders of a startup to whom he

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gave \$12.5 million in 1999. This was the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and great ambitions—but they had no real business plan. To change the world or even simply survive, Google had to make strong choices on priorities while keeping their team on track. They needed to know when to pull the plug or even fail fast. They needed timely, relevant data to monitor their progress—to measure what mattered. Doerr shares a broad range of in-depth look into various companies including the Gates Foundation and Bono to show the focus, agility, and explosive growth that OKRs have created in the leading organizations. This book will create a new generation of leaders that capture the same magic.

SYNOPSIS: Measure What Matters (2018) chronicles John Doerr's lifelong journey of helping organizations implement Objectives and Key Results - the revolutionary framework as OKRs. With the help of OKRs, companies like Google and Netflix like the Gates Foundation have been able to transform the way they get things done and reach new heights. ABOUT THE AUTHOR: John Doerr is an American investor and venture capitalist who has mentored countless CEOs and founded the magic of OKRs. In addition to working at venture firm Kleiner Perkins, he served as a member of President Obama's Economic Recovery Advisory Board. DISCLAIMER: This book is a SUMMARY. It is meant to be a companion, not a replacement, to the original book. Please note that this summary is not authorized, licensed, approved, or endorsed by the author or publisher of the main book. The author of this summary is wholly responsible for the content of this summary and is not associated with the original author or publisher of the main book. If you'd like to purchase the original book, kindly search for the title in the search box. Legendary venture capitalist John Doerr's revolutionary

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approach to goal-setting that grew tech giants like Google and is spreading across Silicon Valley to corporate America. You may have never heard of the biggest management secret common to the hottest tech firms: objectives and key results (OKRs). But you should pay attention now: Google's Eric Schmidt credits OKRs with "changing the course of the company forever." OKRs help companies and teams reach incredibly ambitious goals by ensuring transparency and efficiency. Leaders agree on objectives, like doubling growth or capturing 50% of market share. Then, they determine the measurable key results that are the benchmarks for progress. Employees design their own OKRs that ladder up to the company's central objectives. Employees can see each other's goals, and teams regularly meet and discuss whether they're on track. Because everyone in the organization has a stake in the company's mission and performance, they can achieve huge goals together. Kleiner Perkins venture capitalist John Doerr--an early investor in Google, Amazon, Twitter, and known as the "Father of OKRs"--brought this approach from Intel to Google in 1999, when Google had fewer than 40 employees. He taught Larry Page and Sergey Brin how OKRs worked: the Google founders saw how powerful OKRs are and quickly adopted them as a key tool to spur relentless growth. Since then, Doerr and former Google employees have spread OKRs across Silicon Valley, making it standard practice at companies from Amazon to Zynga. Measure What Matters Most will help a new generation of managers understand why OKRs are the most effective way to align their team and achieve big goals. For readers of The Lean Startup, Work Rules!, and Scrum, this book explains how to develop an OKR program to provide the agility, transparency, and tremendous growth that has fueled tech giants and can help all organizations and teams, of any size and in any industry, capture the same magic.

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A Complete Biography of Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs

Measure What Matters is a book in which John Doerr, the author of the book, writes about objectives and key results in order to direct a company towards success. Besides explaining what it takes a specific company to be successful, the author also explains what "OKRs" are and what their function is. As readers read the book, they get the chance to learn how OKRs help in the goal-setting process of an organization. Moreover, the author describes the four "superpowers" of OKRs. These include: "focus and commit, align and connect, track, and stretch." According to the author, these four superpowers will drive any company to a high-performance level. Besides simply defining and describing what the author wants to say and describe, we can also read practical examples. Here the author uses examples of several highly successful companies, such as Google, Intel, and Bono. "Measure What Matters" is a book that wants to teach its readers how every company can reach success. However, there are certain rules that need to be followed in order to achieve success. What these rules are and how to follow them, readers can read in the following summary.

Here Is A Preview Of What You Will Get:- In Measure What Matters , you will get an understanding of his life story.- In Measure What Matters , you will get some fun multiple choice quizzes, along with answers to help you learn about the book. Get a copy, and learn everything about Measure What Matters .

Following a fictional bookstore's distribution center through the process, the book offers a rare combination of solid theory and dozens of field-tested diagnostic tools, case study dialogue and reproducible exercises and worksheets to measure the collaborative give and take, the exchange value between work teams and the core stakeholders: customers,

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employers and owners.

Legendary venture capitalist John Doerr reveals how OKRs have helped tech giants from Intel to Google exceed all expectations—and how they can help any organization thrive

In the fall of 1999, John Doerr met with the founders of a start-up he'd just given \$11.8 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track.

They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence:

Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where Andy Grove (“the greatest manager of his or any era”) drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove’s brainchild with more than fifty

companies. Wherever the process was faithfully practiced, it worked. The rest is history. With OKRs as its management foundation, Google has grown from forty employees to more than 70,000—with a market cap exceeding \$600 billion. In the OKR model, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame.

Everyone’s goals, from entry-level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization’s most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In Measure What Matters,

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Doerr and coauthor Kris Duggan share a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs (2018) by venture capitalist John Doerr details a simple but highly effective goal-setting technique called Objectives and Key Results, or OKRs. The OKR method is a management philosophy that pairs concrete objectives with actionable steps... Purchase this in-depth summary to learn more.

PLEASE NOTE: This is a summary and analysis of the book and not the original book. If you'd like to purchase the original book, please paste this link in your browser:

<https://amzn.to/2DccFMz> John Doerr presents an engaging, easy-to-read, and practical methodology for realizing your professional goals through OKRs, or, Objectives and Key Results in his bestselling book, Measure What Matters. What does this ZIP Reads Summary Include?Synopsis of the original bookChapter-by-chapter summariesWhat are OKRs and how can you use them?Detailed case studies from OKR success storiesKey takeaways from each chapterEditorial ReviewBackground on John Doerr About the Original Book: In Everything Happens for a Reason, Kate Bowler asks some serious questions regarding some Measure what matters provides a unique and authoritative description of Objectives and Key Results (OKRs), which have been revolutionizing the business world for almost 20 years, but, until now, had not been explained fully. The OKR goal-setting system provides a robust methodology for helping companies realize their full potential. With case studies from a wide range of organizations, OKRs are presented in a practical way,

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allowing the reader to implement them in one of a variety of forms. DISCLAIMER: This book is intended as a companion to, not a replacement for, Measure What Matters. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way. Please follow this link: <https://amzn.to/2DccFMz> to purchase a copy of the original book. We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites.

El legendario inversor John Doerr revela cómo los Objetivos y Resultados Claves (OKR) han permitido a Google lograr un crecimiento explosivo, y cómo ese método puede ayudar a cualquier organización a prosperar. En otoño de 1999, John Doerr se reunió con los fundadores de una start-up a la que acababa de confiar cerca de 12 millones de dólares, la mayor inversión de su carrera. Larry Page y Sergey Brin tenían en sus manos una tecnología extraordinaria, mucha energía emprendedora y grandes ambiciones, pero carecían de un plan de negocio. Para que Google pudiera cambiar el mundo, Page y Brin tendrían que aprender a fijar las prioridades tomando decisiones difíciles y a la vez mantener a su equipo en la buena senda. Y para ello necesitaban datos pertinentes y relevantes con los que verificar su progreso y medir lo que importaba. Doerr les reveló el método probado para alcanzar la eficacia operativa, los Objetivos y Resultados Claves (OKR), que descubrió en los años setenta como ingeniero en Intel de la mano de Andy Grove. Y el resto ya forma parte de la historia. Utilizando los OKR como base de su gestión, Google ha pasado de sus 40 empleados iniciales a más de 70.000, con una capitalización bursátil que supera los 700.000 millones de dólares. En el método OKR, los objetivos definen lo que queremos lograr; los resultados clave son cómo se alcanzarán esos objetivos prioritarios con

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acciones específicas y medibles dentro de un marco de tiempo establecido. Los objetivos de todos, desde un empleado cualquiera hasta el CEO, son transparentes para toda la organización. Los beneficios son profundos. Los OKR emergen el trabajo más importante de una organización. Orientan el esfuerzo y fomentan la coordinación. Vinculan los objetivos de diversos departamentos para unificar y fortalecer a toda la empresa. Y, además, permiten mejorar la satisfacción en el lugar de trabajo y aumentan el rendimiento. En *Mide lo que importa*, Doerr comparte su experiencia y un amplio abanico de casos -desde Bono a Bill Gates, entre otros-, que hacen patente el crecimiento explosivo que los OKR han estimulado en muchas grandes organizaciones. Este libro ayudará a una nueva generación de líderes a descubrir esa misma magia. John Doerr preside la firma de capital riesgo Kleiner Perkins, a la que se incorporó en 1980. Con sus inversiones en algunas de las empresas de mayor éxito en el mundo -entre las que se cuentan Amazon, Google, Intuit, Netscape y Twitter- ha contribuido a la creación de más de 425.000 empleos. ENGLISH DESCRIPTION #1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth--and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant

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I wish I had had this book nineteen years ago, when we founded Google. Or even before that, when I was only managing myself! As much as I hate process, good ideas with great execution are how you make magic. And that's where OKRs come in. John Doerr showed up one day in 1999 and delivered a lecture to us on objectives and key results, and how we should run the company based on his experience at Intel. We knew Intel was run well, and John's talk made a lot of intuitive sense, so we decided we'd give it a try. I think it's

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worked out pretty well for us. OKRs are a simple process that helps drive varied organizations forward. We have adapted how we use it over the years. Take it as a blueprint and make it yours, based on what you want to see happen! For leaders, OKRs give a lot of visibility into an organization. They also provide a productive way to push back. For example, you might ask: 'Why can't users load a video on YouTube almost instantly? Isn't that more important than this other goal you're planning to do next quarter?' I'm glad to join in celebrating the memory of Bill Campbell, which John has done very nicely at the conclusion of the book. Bill was a fantastically warm human being who had the gift of almost always being right especially about people. He was not afraid to tell anyone about how full of shit they were, and somehow they would still like him even after that. I miss Bill's weekly haranguing very much. May everyone have a Bill Campbell in their lives or even strive to make themselves be a bit more like the Coach!

The Best Summary Book of Measure What Matters by John Doerr! - A book about goal-setting. (Latest updates: 10/1/2018) WHY BUY THIS BOOK: Save time and money by reading this summary Gain more in-depth knowledge

Disclaimer: This is a summary, review of the book Measure What Matters and not the original book. You can find the original here: <https://www.amazon.com/dp/0525536221>

ABOUT THE ORIGINAL BOOK: Author: John Doerr L. John Doerr (born June 29, 1951) is an American Investor and venture capitalist at Kleiner Perkins Caufield & Byers in Menlo Park, California. He's passionate about encouraging leaders to reimagine the future, from transforming healthcare to advancing applications of machine learning. Outside of Kleiner Perkins, John works with social entrepreneurs for change in public education, the climate crisis, and global poverty. John serves on the board of the Obama Foundation and ONE.org. As of July 2017, Forbes ranked Doerr as the

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105th richest person in the United States and the 303rd richest person in the world, with a net worth of US\$ 7.5 billion as of February 16, 2018. Book description: #1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth--and how it can help any organization thrive. In Measure What Matters, John Doerr defines and makes a case for OKRs (objectives and key results) to direct a company toward success. OKRs bring a sense of order to the goal-setting process of organizations. The four superpowers of OKRs including focus and commit, align and connect, track and stretch drive companies toward a high-performance level. The author uses the examples of Google, Intel, Bono, the Gates Foundation and many others to signify the usefulness of OKRs. The book makes it clear how any organization can benefit from OKRs to achieve greatness by aiming effectively. To get this book, Scroll Up Now and Click on the "Buy now with 1-Click" Button to Download your Copy Right Away!

Well-known Kleiner Perkins Caufield and Byers investor and venture capitalist John Doerr writes an indispensable leadership book, Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World With OKRs. In this New York Times bestselling book, John Doerr reveals the secrets of the Objectives and Key Results (OKRs) goal-setting system. This has helped the tech giants like Amazon, Intel, and Google succeed and get them to where they are today. Doerr has seen the potential of these companies when they were just starting and through this, he heavily invested in them. Doerr saw firsthand how the system of OKRs activate focus, agility, and explosive growth in many great organizations. Cisco executive chairman calls Measure What Matters a gift to leaders who want to start "big, bold bets that

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can transform an organization." Good to Great author Jim Collins says that Measure What Matters is needed "by every person responsible for performance, in any walk of life." In this comprehensive look into Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr, you'll gain insight with this essential resource as a guide to aid your discussions. Be prepared to lead with the following: More than 60 "done-for-you" discussion prompts available Discussion aid which includes a wealth of information and prompts Overall brief plot synopsis and author biography as refreshers Thought-provoking questions made for deeper examinations Creative exercises to foster alternate "if this was you" discussions And more! Please Note: This is a companion guide based on the work Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr not affiliated to the original work or author in any way and does not contain any text of the original work. Please purchase or read the original work first.

PLEASE NOTE: This is a summary and analysis of the book and not the original book. If you'd like to purchase the original book, please paste this link in your browser: <https://amzn.to/2DccFMz>

John Doerr presents an engaging, easy-to-read, and practical methodology for realizing your professional goals through OKRs, or, Objectives and Key Results in his bestselling book, Measure What Matters. Click "Buy Now with 1-Click" to own your copy today! What does this ZIP Reads Summary Include? Synopsis of the original book Chapter-by-chapter summaries What are OKRs and how can you use them? Detailed case studies from OKR success stories Key takeaways from each chapter Editorial Review Background on John Doerr About the Original Book: In Everything Happens for a Reason, Kate Bowler asks some serious questions regarding some Measure what matters

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provides a unique and authoritative description of Objectives and Key Results (OKRs), which have been revolutionizing the business world for almost 20 years, but, until now, had not been explained fully. The OKR goal-setting system provides a robust methodology for helping companies realize their full potential. With case studies from a wide range of organizations, OKRs are presented in a practical way, allowing the reader to implement them in one of a variety of forms. DISCLAIMER: This book is intended as a companion to, not a replacement for, Measure What Matters. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way. Please follow this link: <https://amzn.to/2DccFMz> to purchase a copy of the original book. We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites.

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