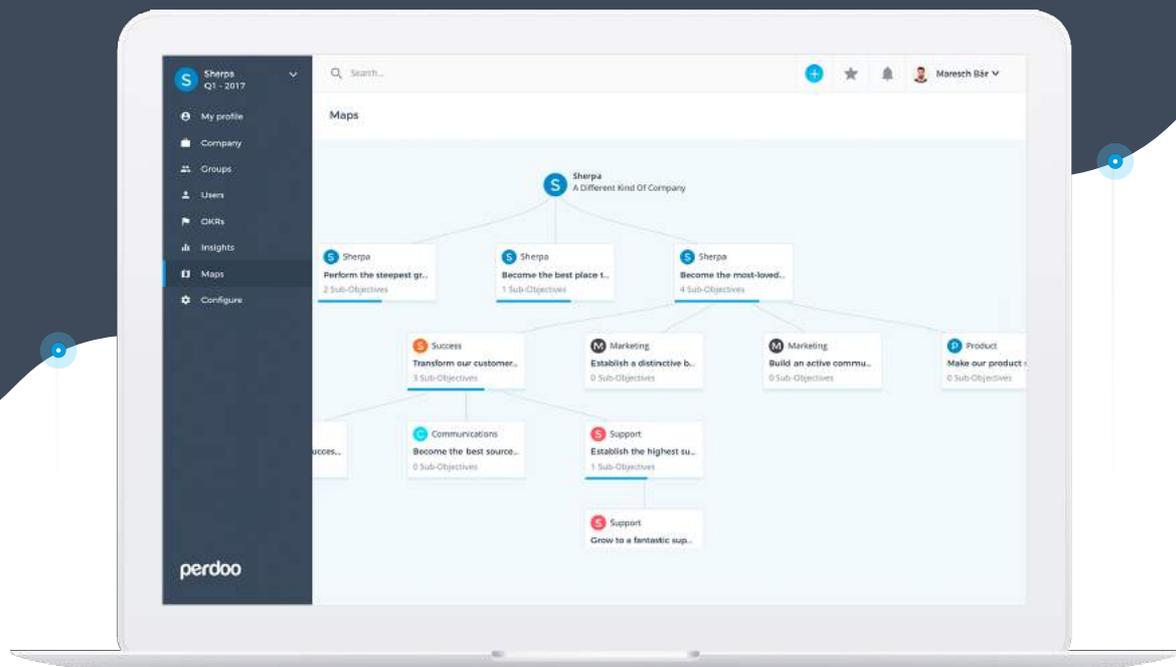# perdoo

PRESS KIT

THE OKR PLATFORM

Simple and powerful goal management for business

Perdoo's ultimate goal is to help companies turn ambition into reality.

Business strategy is broken and employees are disengaged. Turning strategy into goals helps everyone re-engage with work and improves business results. Our methodology, software, and services are built on **OKR (Objectives & Key Results)** and help companies reach their full potential.

BUSINESS STRATEGY IS BROKEN

70%

of employees are disengaged.
They cost companies $500 billion in lost productivity, each year.[1]

LACK OF FOCUS AND DIRECTION

Only 29% of employees know their company's ultimate goal. That means: **71% are misaligned** with their company's strategic direction.[2]

[1]Gallup's State of the American Workplace Report (2013)   [2]Research by Timothy Devinney, University of Technology in Sydney
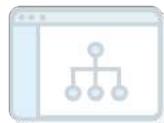
HOW PERDOO FIXES THE PROBLEM

METHODOLOGY

Perdoo continually develops and refines the OKR methodology by analyzing what makes companies most successful.

SOFTWARE

Perdoo makes company strategy accessible for everybody by making it simple to set, track, and align theirs goals.

COACHING

Changing the way an entire company works is a challenge. Our OKR coaches ensure that companies master the transition.
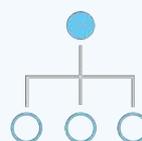
THE OUTCOME OF USING PERDOO

FOCUS

Perdoo helps every employee focus on the work that has the biggest business impact.

TRANSPARENCY

With Perdoo, everyone can see how the whole company is progressing toward its goals.

ALIGNMENT

Perdoo makes it easy for people to align their work, ensuring the company moves as one.

ENGAGEMENT

When focus, transparency, and alignment combine, employees are more engaged.

WHAT IS OKR?

OKR (Objectives and Key Results) is a goal management framework developed at Intel and popularized by Google. Objectives describe what needs to be achieved and act like a point on a map. Key Results are metrics with targets which indicate progress toward the Objective, like signposts to a destination.

A BRIEF HISTORY OF OKR

1954
Peter Drucker develops the framework MBO (Management by Objectives), a popular predecessor of OKR.

1968
Andrew Grove first coins the term OKR in his book "High Output Management" and implements the framework at Intel.

1999
John Doerr, who learned about OKR at Intel, invests in Google with KPCB and successfully pitches OKR to the founders.

2014
After companies like LinkedIn, Twitter, and Oracle adopted OKR, **Perdoo** starts making OKR accessible for everyone.

Dick Costolo, former Twitter CEO:

As you grow a company, the single hardest thing to scale is communication. It's remarkably difficult. OKRs are a great way to make sure everyone understands how you're going to measure success and strategy.

HOW OKR WORKS

OBJECTIVE

"Where do I need to go?"

CRITERIA FOR AN OBJECTIVE:
- ✓ Provides direction
- ✓ 3-5 Objectives per team
- ✓ Big and inspiring

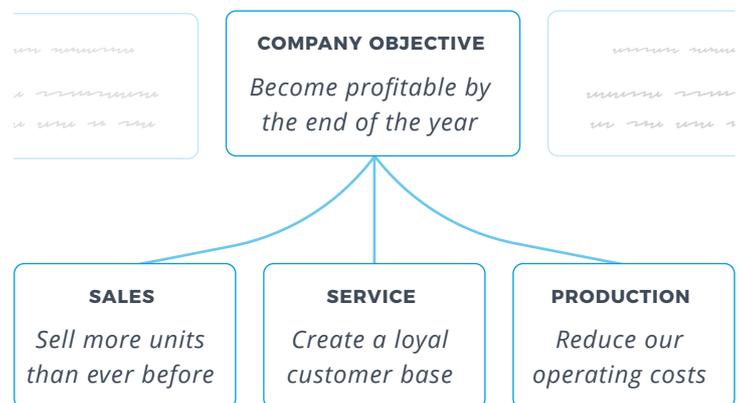**Example:** Become profitable by the end of the year

KEY RESULT

"How do I know I'm getting there?"

CRITERIA FOR A KEY RESULT:
- ✓ Measures success of its Objective
- ✓ 1-4 Key Results per Objective
- ✓ Very challenging

Example: Get to 1M USD revenue

DEFINING A GOAL HIERARCHY WITH OKR

COMPANY OBJECTIVE

Become profitable by the end of the year

SALES

Sell more units than ever before

SERVICE

*Create a loyal customer base*

PRODUCTION

Reduce our operating costs

ⓘ Leadership sets OKRs for the company on an annual basis. Teams and departments set quarterly OKRs, and they always align them with a Company OKR.

THE FOUNDERS

Henrik-Jan van der Pol is founder and CEO at Perdoo. After finishing his studies in corporate law at Utrecht University, he joined Pon Holdings BV as a management trainee. He then led change & implementation projects as a freelance consultant for organizations like Heineken. In 2014, he founded Perdoo.
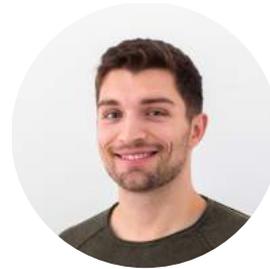
Jonathan Morrice ist founder and CTO at Perdoo. After studying Electronic Engineering in Southampton and founding his first startup Garmsby, he worked as a developer for BP and Multi.Com. In 2014, he founded Perdoo together with Henrik-Jan van der Pol and is in charge of product and engineering.

FACTS & FIGURES

2014
Founded
Berlin, Germany

1
Ultimate goal
Help companies turn ambition into reality.

4
Languages supported
English, German, Spanish, Dutch

200+
Paying customers
From startup to enterprise

757%
Revenue growth
(2015-2016)

14
Employees
10 different nationalities

34
Countries served
On all continents, except Antarctica

10,000+
Users worldwide
From intern to CEO

CONTACT

Maresch Bär

media@perdoo.com

Phone: +49 172 631 497 2

Invalidenstraße 112, 10115 Berlin

www.perdoo.com