



# Radical Focus: Achieving Your Most Important Goals with Objectives and Key Results

*Christina R Wodtke*

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How do you inspire a diverse team to work together, going all out in pursuit of a single, challenging goal? How do you get your team to commit to bold goals? How do you stay motivated despite setbacks and disappointments? And what do you do when it looks like you're headed for failure? In *Radical Focus*, Christina Wodtke combines her hard earned experience as an executive at Zynga, LinkedIn and many of Silicon Valley's hottest companies to answer those questions. It's not about to-do lists and accountability charts. It's about creating a framework for regular check-ins, key results, and most of all, the beauty of a good fail – and how to take a temporary disaster and turn it into a future success. In this book, Wodtke takes you through the fictional case study of Hanna and Jack, who are struggling to survive in their own startup. They fight shiny object syndrome, losing focus, and dealing with communication issues. After hard lessons, they learn the practical steps they need to do what must be done. The second half of the book demonstrates how to use Objectives and Key Results (OKRs) to help teams realize big goals in a methodical way, leaving nothing to chance. Laid out in a practical but compelling way, she makes the lessons of Hanna and Jack's story clear and actionable. Ready to move your team in the right direction? Read this, and learn the system of creating your focus – and finding success. "Busy grinding without purpose is the secret death of too many startups. In this memorable story, Christina gives us a glimpse of a more satisfying kind of startup--still hard and chaotic but full of purpose and the chance to build something great." James Cham, Founder, Bloomberg Beta "This book is useful, actionable, and actually fun to read! If you want to get your team aligned around real, measurable goals, *Radical Focus* will teach you how to do it quickly and clearly." -Laura Klein, Principal, Users Know "Someone once told me that 'problems are just opportunities that haven't presented themselves'. Since I was introduced to OKRs, they've been an invaluable tool for me, and our company. Christina's ideas have been instrumental, allowing me to better navigate the often ambiguous approach to goal setting and along the way creating a more open and accountable team and a clearer path for myself professionally. I personally can't thank her enough for the guidance." Scott Baldwin Director of Services, Yellow Pencil "Radical Focus illustrates how to implement OKRs in an engaging, compact, realistic story. Best of all, Wodtke proves OKRs can be fun!" Ben Lamorte, OKRs.com

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