

Don't Just Measure What Matters, *Do* What Matters.

The Impact OKR · One OKR. One Cohort. One 90-Day Cycle.

■ The Problem

You probably remember what it felt like to read *Measure What Matters*. John Doerr's book gave CEOs the language for focus. But somewhere between the CEO's desk and the front lines, the clarity the CEO felt turned into the employee's quarterly compliance exercise. The OKRs cascaded down were the CEO's. They were never theirs. Ten to fifteen of the highest-leverage people in the company, the ones who could move the needle, are busy but unfocused, and their managers have no visibility into what is actually moving.

■ The Solution: The Impact OKR

The Impact OKR is not about measuring what matters. It is about *doing* what matters, both to the employee and to the business. It originates with the employee, built from their own Identity Blueprint, and aligned with their manager. One OKR per person. One cohort. One 90-day cycle. To do its job, the Impact OKR must satisfy three criteria simultaneously:

- 1 **Move the Business.** Drives real business results the leadership team can point to.
- 2 **Activate the Unfair Advantage.** Requires the specific intersection of strengths, identity capital, and method that only this person holds.
- 3 **Be Intrinsically Meaningful.** Connects to what the individual personally cares about, the criterion almost nobody uses.

Miss any one criterion and the OKR becomes a placeholder, not a commitment.

■ Four Breakthroughs

Real Manager-Report Alignment

The employee brings an OKR grounded in their own self-knowledge. The manager has a clarity conversation, not a goal-approval one. This is the conversation most managers have waited their whole career to have.

Ruthless Focus

One crisp Impact OKR turns every Slack message, every meeting invite, every side project into a single question: does this move my Impact OKR? That question, applied consistently, is power.

The Boss's Boss Effect

When the OKR is this clear, senior leadership learns each cohort member's name and what they are driving. The cascade happens automatically; traditional programs have no mechanism for it.

Measurable Progress on Meaningful Work

Amabile & Kramer's #1 engagement driver: meaning plus measurable progress, built in by design. The three-criteria Impact OKR delivers both at once, on a 90-day cycle.

■ How Turbocharge Works

Turbocharge is a single 90-day coaching engagement delivered in two phases. Phase 1 produces the Impact OKR. Phase 2 executes on it.

PHASE 1 — CLARITY

- 1 Program Design.** Ben works with the CEO and sponsoring executive to define the cohort: which 10–15 people, which roles, which business outcomes the Impact OKRs should move this quarter.
- 2 Identity Blueprint Intake (AI-Powered).** Each participant completes an AI-powered intake conversation. The Identity Blueprint engine produces a structured report in minutes: strengths, identity capital, values, and unfair advantage.
- 3 Propose the Impact OKR.** Ben matches each Blueprint against the participant's actual role and proposes an Impact OKR that satisfies all three criteria. The participant confirms it resonates; we refine until it does.

HOW THE IDENTITY BLUEPRINT WORKS (AI-POWERED)

Each participant completes an AI-powered intake conversation. The Identity Blueprint engine surfaces four things in structured, evidence-based form: strengths (innate capabilities), identity capital (what they've built over years of real work), values (five to eight non-negotiables), and the unfair advantage (the specific intersection of strengths, capital, and method only they hold). AI drafts the report. Ben reviews, refines, and matches it against each person's role to propose the Impact OKR. Human judgment finalizes every output.

PHASE 2 — ALIGNMENT & EXECUTION

- 4 Manager Alignment Conversation.** Each participant presents their Impact OKR to their manager, grounded in their Blueprint and matched to their role. This is the conversation most managers have been waiting their whole career to have.
- 5 90-Day Coaching Cycle.** Where alignment holds, Ben coaches each cohort member through a 90-day cycle with three touchpoints: kickoff, Day 45 midpoint, and Day 90 reflect-and-reset.

■ What Clients Say

"Most valuable consultant I've ever hired."

John Herbold · GoNoodle · OKR coaching

"Game changer for our organization."

Dave Tucker · Workiva · OKR coaching

READY TO TURBOCHARGE YOUR TOP 10–15?

Don't Just Measure What Matters, *Do* What Matters.

One cohort. Ten to fifteen of your highest-leverage people. Each running a single Impact OKR built from their Identity Blueprint, aligned with their manager, executed over a 90-day cycle.

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Ben Lamorte is the founder of OKRs.com and creator of the Identity Blueprint. He is the author of The OKRs Field Book (Wiley) and holds a graduate degree from Stanford where he studied decision analysis under Ron Howard.