

MEASURING TO IMPROVE CLEARLY DEFINED SUCCESS

Knowing the difference between primary and secondary KPIs and how to set objectives aligned with KPIs saves time and provides focus.

VENTURE DESIGN STUDIO & ENTREPRENEURSHIP

NYU Stern School of Business, Berkley Center for Entrepreneurship offers one of the most comprehensive accelerators for entrepreneurs at any university. They nurture bold thinkers, innovative doers, and entrepreneurial leaders.

HOW WE HELPED

The CYM OKR (Objectives & Key Results) + KPI (Key Performance Indicator) Workshop helps start-up founders determine the right measurements to use at their current start-up stage, especially if they are pre-revenue.

Implementing OKRs with the right KPIs brings transparency to the entire team, has built in accountability, and makes reporting to the Board straightforward.

WHY THIS WORKSHOP

1. Focus

By defining a primary KPI, all other KPIs and activities must be in service to the one. This focus ensures effort and energy go into the right tasks.

2. Efficiency and Transparency

By making it easy to share activity information across teams, it reduces meetings and builds team trust.

3. Teamwork & Collaboration

OKR and KPI best practices enable teams to work toward shared goals and create group synergy.



AT A GLANCE

OBJECTIVES

- Provide world class coaching to new founders from experienced entrepreneurs and advisors.
- Prepare Founders to secure investors by executing a strategy and managing their resources effectively.

BENEFITS

- Founders learn from each other as they all engage in the workshop and explore determining the right KPIs.
- Founders who implement OKRs have more focus and insight to team accomplishments.

CLIENT TAKEAWAY

“Belinda has made a distinctly positive impact at the NYU Berkley Center for Entrepreneurship. Her own experiences as a business owner lend credibility and depth to her advice, providing early-stage founders with practical and relatable guidance. Her workshops, notably on OKRs and KPIs, demystify crucial business metrics and strategies, enabling startup teams to navigate through their growth phases with a clear roadmap. Belinda doesn't just mentor; she provides actionable insights .

In the Berkley Center mentor family, Belinda is recognized not merely as a member but as a valuable pillar supporting our entrepreneurs. Her pragmatic approach to mentorship and consistent commitment to founder success is something we deeply value.”