



Leading with OKR's

We help translate vision into action, where team autonomy is the key to success and growth.



th[is] us...

Transform Your
Strategic Vision
into Tangible Goals
with OKR



th[is] us...

Goal orientated collaboration, our Approach to Success!

At This is Performance, we help organizations turn their strategic vision into actionable goals. With years of experience across various industries, we understand that the right balance between process and people leads to success.

The OKR method is the perfect fit for this approach. In collaboration with the globally renowned OKR Institute®, we've refined the training program to create an OKR learning journey tailored to the Dutch market. This program addresses company culture, agility, learning styles, and goal setting.

Acting as OKR Institute® Benelux, we offer the complete accredited OKR training program.

We upgrade your culture and performance!



✉ Training@thisisperformance.nl

☎ +31 (0) 85 73 25 240

This is Performance
Reactorweg 47
3542 AD Utrecht



Meet the team



Renzo Zitman

A passionate, dedicated, and enthusiastic motivator who inspires and creates opportunities. Renzo finds satisfaction in optimizing processes and results. Driven to develop organizations and people.

Certified OKR Coach | Agile Coach



Marco van Damme

Marco has a background in Business Finance. He combines optimising business processes and results with being people-oriented. You cannot deploy a hard system like performance measurement without also having an eye for the soft and informal system.

Managing Partner | OKR Coach



All trainers are:

OKR Institute® Certified OKR Program Consultants

Sjoerd Nijland

Sjoerd is a skilled course writer and seasoned trainer. Empowering Teams with Gold-Standard Neuroscience-based Training for High Performance through Professional Learning Journeys.

Certified OKR Coach | Course writer

Meet our partners

Together you can go further and that is why we are very proud that these brands are affiliated with us.



OKR INSTITUTE® Benelux

This is Performance acting as **OKR Institute Benelux®** holds the exclusive license of OKR Institutes accredited OKR learning path for the Benelux. OKR Institute has a Global coverage of training and coaching centers. With OKRI we help Fortune 500 organizations, SMEs, and start-ups in transitioning to an outcome-driven culture.

Xebia

In addition to an attractive and valued partnership, Xebia contributes to the development and improvement of our course materials since 2023.

LEADING WITH
OBEYA

Obeya and OKRs go hand in hand and really reinforce each other. With this combination we visualize focus and priority for our clients.

CONNECTED
MOVEMENT

A partner where we combine our shared knowledge to make large organizations agile and customer-focused.

Prowareness
Unleashing Potential

We started to train Prowareness trainers in 2025. The First partner courses are scheduled. And many more will follow.

iLean
Let's create happy workplaces

As the only Belgian Partner, we onboarded iLean in 2024 and is the exclusive driving force of OKRs in Belgium.

monday.com

Write and maintain OKRs together with your team with the power of Monday.com

[Find our OKR Module here!](#)

th[is] about you

You are the communication partner for enhanced discussions on organizational objectives, metrics, and evaluations. You know how to create a safe learning environment for teams and individuals, connecting them with higher organizational goals.



th[is] for you

When you have a role like:

- Entrepreneurs
 - Founders
 - Management and Director
 - HR-Business partner
 - Strategy-expert
 - Leadership Teams
 - Middle Management
 - Scrum master
 - Product Owner
 - (Agile) Coaches
-

th[is] how we do it

We strongly believe in learning by doing. Our training programs follow the pattern of Knowledge-Insight-Application. We first focus on acquiring knowledge on the various aspects of successfully implementing OKRs. Then, we move on to gaining insight: how does this apply to you?

We conclude each session with application. Our courses are highly interactive and based on **Training from the Back of the Room**. (TBR)

th[is] how we do it

Navigating through Change Sustainably with Result Driven Collaboration



Drive OKRs Sustainably and align your goals...

A rapidly changing world requires adoptable organizations to continuously respond to new trends and developments and deal with disruptions. Dealing with changes sustainably, and be predictable.

Change is part of the organizational culture and should be embedded in daily practice.

Clear goals and a sharp vision, is one thing, but our firm believe: People make the teams and teams make organizations! The OKR method supports agile principles and is excellently combinable with existing agile implementations such as Scrum, SAFe, and similar frameworks. Applying OKRs brings more focus, helps with prioritization, and stimulates autonomy.

When trained in OKRs, employees see the value they are adding with their own work and how it contributes to the bigger picture. This level of transparency hugely improves engagement.

With only a 2-day training, you will have the knowledge and skill-set to **deploy** and apply **OKRs sustainably**.

th[is] will be your expertise



Successfully **launch** and **implement** OKRs in your organization or team.



As a Leader, drive your organization and **translate strategy** into **concrete goals**.



Create and write **objectives that align** with the organization's strategies, vision, and mission.



Align your entire System & Culture with a **common** strategic **direction**.



Advocate **meaningful dialogue** among teams as they create and align their own OKRs.



Create a healthy **heartbeat** to build **cadence** and **grow** the OKR cycle.



Collaborative goal-setting and OKR **scoring** around ambitious goals with **measurable** results



Conduct **effective** OKR coaching **conversations** on progress and value.



Help teams **perform better** with **goal-oriented focus** and **collaboration**.



th[is] our promise

You will ensure the sustainable, long-term use of OKRs. Understand what this requires and know how to implement it, especially when dealing with OKRs that span across teams and departments.

OKR Leader®

The 2 day interactive course (TBR)

The trainers

Our trainers are OKRI® certified OKR Coaches with extensive experience in the field. In addition to being trainers, they also work in the areas they teach, allowing them to share from their own experiences about what works and what doesn't. Some characteristics of our trainers include being energetic, confrontational, positive, and results-oriented.

Leading with OKRs | Interactive Course

You will learn everything on developing, implementing and managing OKRs. OKR Leader has MBA-Level Leadership materials on team aligned and result driven collaboration to achieve your goals together. OKRs support not only speed of execution, but also quality.

Participants

We highly value personal attention. Therefore, we intentionally keep the groups small, with a maximum of 12 participants.

Investment | In-company

This training is offered both as an open course and as an in-company course. With in-company training, we can focus even more on your work environment and results within your organization.

Information and quotation on the In-company possibilities send us an email: training@thisisperformance.nl

[See here our In-company offer](#)

Investment | Open course

The investment for the open 2-day C-OKRL® Leading with OKRs is €1650 per person.

Including the exam fee and 2 attempts at the exam. This amount does not include VAT.

Locations

We provide our training sessions from Utrecht, Amsterdam and Hilversum. We have our own training facilities, but in some cases, we use spaces in nearby locations to improve accessibility.

If desired, we can also deliver our training sessions on-site.



What is the C-OKRL® CERTIFICATE

The OKR Leader® certification enables you to share your OKR expertise within your company. The OKR Leader certification course has OKR frameworks at its core. During this practical course, you will learn how to refine OKR frameworks further and align them to the company vision. Integration with the company value system is a key part of this course, as a values-based culture is essential to sustainable performance.

The C-OKRL® certification is an official certification issued by OKRinstitute.org and is accredited and recognized by the Association of Coaching.

This is Performance provides training, with experienced Agile trainers, and is exclusive Benelux Gold Partner of OKRinstitute®.



OKRINSTITUTE®

th[is] the Program



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Session Day One

09:00

Start training

- Introduction
- Enviroment and Learning
- Culture & Systems
- Organizational Change
- Organizational Development
- OKR Leadership

17:00

End training day one

Session Day Two

09:00

Re-cap Session Day One

- OKR Alignment
- OKR Cadance
- OKR Facilitation
- OKR Implementation
- OKR Playbook

17:00

End of training Day Two

+ Access to the online platform for exam and certification.

th[is] contact

Questions?

Feel free to contact us via E-mail or call us on +31 0857325240.

[Mail us](#)

Sign up directly?

Just send your details per Whatsapp and your spot will be reserved!

[Whatsapp](#)



www.thisisperformance.nl
training@thisisperformance.nl

Reactorweg 47 | 3542 AD Utrecht | 085 7325240