

Short URL: <https://mydata-global.org/okr>

Based on: <https://mydata.org/strategy>

See also: <https://mydata-global.org/objectives-2020> and <https://mydata-global.org/2021-planning>

Business plan for 2022 (yearly OKRs)

PROPOSAL TO AUTUMN GENERAL MEETING 2021

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Change suggestions

Suggestion #	Section	Suggested by NAME	Original text	Suggested change	Rationale for the suggestion
1					
2					

Introduction

MyData Global uses the [Objectives and Key Results \(OKR\) methodology](#) to set, align, communicate, and follow the yearly objectives of the organisation as well as the quarterly objectives of the team. The General Manager reports progress on OKRs to the board every month. The team follows the progress of quarterly OKRs in weekly meetings.

Objectives are the WHAT. Targets that are aspirational, challenging, time-bound, clear and usually qualitative.

Key Results are the HOW. Kind of intermediate goals: measurable, achievable, gradable, actionable, tangible and outcome-oriented. Each Objective has 3-5 Key Results under them. They are now as "example KR's". The incoming leadership has dialogue Nov-Dec to finalize the KR's related to the Objectives approved by the AGM. By Jan 1, both yearly Objectives and their associated Key Results are all set.

The OKRs put focus on the most important development projects of the organisations, and they do not cover all of the day-to-day activities.

O1 - STRATEGY: We make the MyData Declaration actionable

O2 - SUSTAINABLE FINANCE: Membership fees sustain our core activities

O3 - OUTREACH: We reach and engage new audiences

O4 - SCALE VIA THE COMMUNITY: We solidify and scale our impact and activities with the members, hubs, thematic groups and the extended community

In addition the new MyData Events & Services Oy company (100% owned by MyData Global) has one Objective:

O5 - EVENTS: MyData Events and Services implement the lean and repeatable events concept profitably

O1–STRATEGY: We make the MyData Declaration actionable

Description: *The new updated MyData Declaration is at the heart of what we do and how we communicate. The new MyData Global strategy (2023 – 2030) will be based on the updated declaration, and outlines the roadmap to making the Declaration happen. The Declaration and the strategy solidify the big questions about the identity and focus of the organisation.*

Reflection 2021: The strategic period is coming to an end next year. When preparing the next strategy, we need to work on being actionable and clear. The MyData Declaration serves as the key cornerstone - updating that and making the strategy about how to implement the changes outlined in the Declaration, is key.

Example Key Results: We know that we are succeeding in *Making the MyData Declaration actionable* when:

1. We make MyData Declaration understandable
2. We have a created and presented the long term strategy (2023-2030) for MyData Global
3. We have an “MyData Declaration implementer's guide MVP” OR
We make commitments for companies/governments to sign
4. We have packaged the MyData Declaration into competence building activities (I.e. Academy) (possibly too internal)
5. We have finalised a formal position regarding personal data monetisation

O2–SUSTAINABLE FINANCE: Membership fees sustain our core activities

Description: *We build our finances to sustain the organisational [core activities](#). The membership fees are recognised as the main revenue and will sustain the core of 200k EUR by the end of 2022. The core activities are defined in the board decision Sep / 2021.*

Reflection 2021: We will reach 120-140K in membership fees this year, similar to the 2020 figure. While there has been some successes, not much growth has happened. In 2021, members of several legal entity hubs are migrating to also be members of MyData Global. We are investing more in communications and are also hosting the MyData conference physically again. With this in mind, the sustainability target

Example Key Results. We are know when we are succeeding in *membership fees sustaining our core activities* when:

1. We improve membership tools and experience for global membership payments, lifecycle processes and the analytics (or insights?).
 - a. Financial payments (“real-time”/ low effort)
 - b. Understanding revenue share (“real-time”)
 - c. Understanding membership dynamics through metrics (renewals, etc.)
 - d. Easy way for the members to access and update their data
 - e. Streamlined and functional processes for member life cycle (also regarding one membership policy)
2. We reach 200 000€ in membership fee payments during the year
3. We recruit 50 new organisational members
 - a. We have integrated MyData Japan, MyData Korea (and other legal entity hubs) members into the MyData Global membership
4. 25 000€ of the new membership revenue comes through the hubs attracting new members locally around the world

O3–OUTREACH: We reach and engage new audiences

Description:

Both our financial sustainability as well our impact relies on reaching new audiences. We need to improve both in quality and quantity. Declaration as the basis...

Reflection 2021:

In 2021, website development was delayed, mainly but not only due to the long hiring process. We have now hired a communications lead and are finally investing in communications at a much larger scale than before. We are preparing a lot of background materials with new audiences in mind. Traditionally we have been better at engaging with existing audiences and community than systematically reaching out to new audiences.

Example KR's. We know we are reaching and engaging new audiences when

1. We establish the renewed website into the key communications channel for new and existing audiences
2. We reach the following key target audiences (20 pcs):
 1. We have ongoing engagement with at least 3 national governments & 3 international bodies (EU, AU, ASEAN, UN), working on personal data legislation
 2. We have ongoing engagement with 10 multinational/big tech companies on MyData
 3. We have an ongoing dialogue with 5 potential institutional donors and have submitted 1 funding application as a result
3. We present at 5 events new to us (= new audience!) and 5 events known to us before
4. We are featured 3 times in the international media (= large projects to get these)
5. MyData Operator award process gets new visibility - e.g. it is recognised by the European Commission/Parliament and beyond.

O4–SCALE VIA THE COMMUNITY: We solidify and learn to scale our impact and activities with the members, hubs, thematic groups and the extended community

Description: *We recognise the importance of the whole MyData community to reach impact in scale. This year we start practising scaling our impact and activities more consciously by focusing on a few selected hubs and other partners.*

Reflection 2021: We have reconnected with all the hubs, and this has been received well. We have also worked on our diversity, equity and inclusion plan, and understand our diversity is vital to our success. "Scaling through community" is not a new, unique item, rather it has been in the plans pre-covid. We have now also solidified some key "friend organisations", but have not really used these "friendships" yet systematically. During late 2021, a number of hubs have started to gain "post-covid energy".

Example KR's: We know that we are succeeding in "Scaling via the community" when

- KR1: We increase hubs' membership acquisition with selected pilot hubs (2-5 hubs)
- KR2: We foster the translation, amplification and reuse of our MyData publications and other outreach materials by the community members (x items?)
- KR3: 100 MyData Global members have increased their capacities to develop MyData products and services through the MyData Academy MVP
- KR4: At least 30 active members in hubs and thematic groups contribute to the MyData declaration update and the strategy process
- KR5: We submit 5 project funding proposals together with our friend organisations

Big tasks related to these KR's include, *for example*:

- Develop universal tooling for membership (see O2)
- Develop MyData Academy MVP
- Inclusive strategy and Declaration update process (O1)
- Funding proposals to selected EU and national projects

O5–EVENTS: MyData Events and Services Oy implements the lean and repeatable events concept profitably

This objective is for the MyData Events and Services Ltd. (for profit company 100% owned by MyData Global). In 2022 the new company has one and only objective of implementing the [MyData events concept defined in the board decision Sep / 2021](#).

The MyData Events and Services Oy creates its own sub-KR's and quarterly OKR's.

1. **Implement and pilot a lean, repeatable event format**, for creating impactful events in Finland and abroad

FOR REFERENCE: Core activities definition (as per board 8 / 2021)

Definition of self-sustainable core (approved by the board 08/2021)

The definition of the self-sustainable core consists of:

1. **Needs:** Three key needs we need to cater with the core activities
2. **Scope:** the scope of core activities in terms of money and human resources
3. **Core activities:** list of core activities to fulfil the key needs

The definition of the self-sustainable core is approved by the Board and may be updated by the board when needed.

Needs (must-haves):

In the state when MyData would be only doing 'core activities' and nothing else, we still must have:

Maintain our vision: MyData maintains the long term vision coherent across stakeholders that translates into impact.

Impact and visibility: MyData creates impact through its community and demonstrates its activity.

Membership satisfaction: We fulfil the membership value propositions so that sustainability is guaranteed.

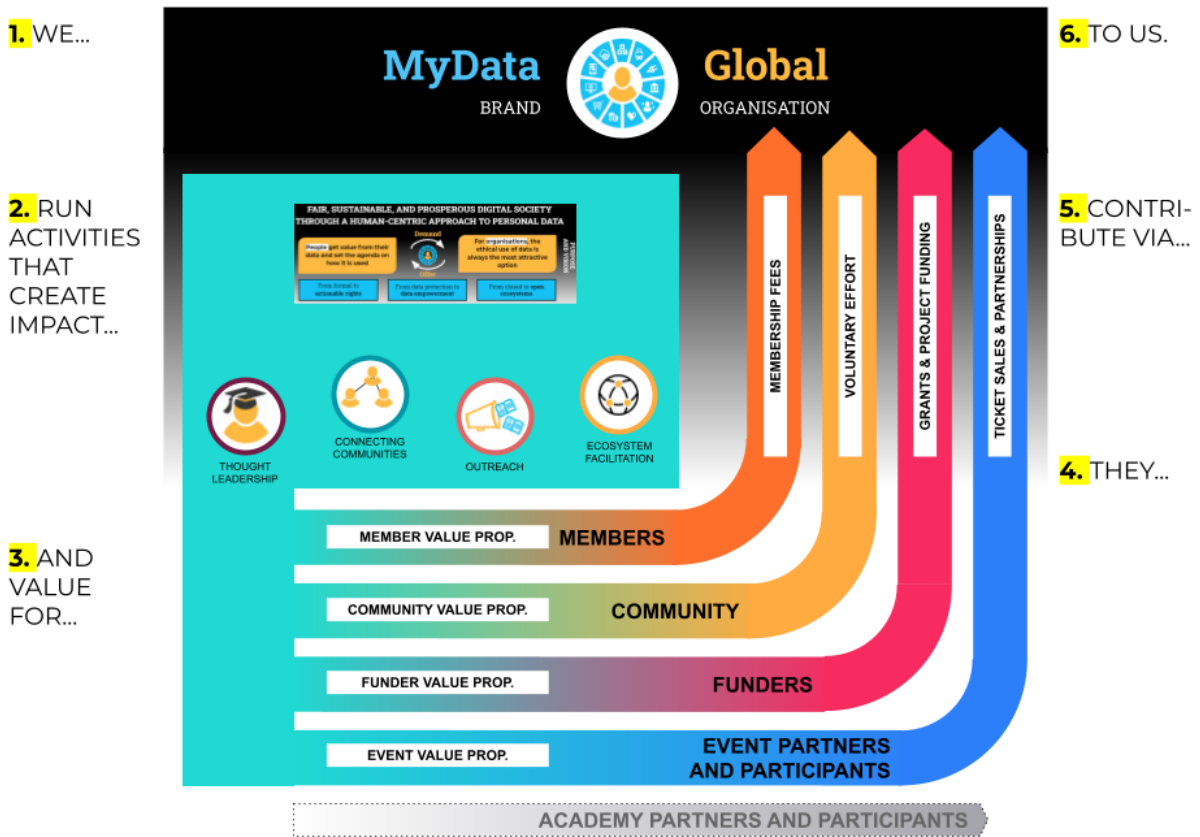
Functional association: The association functions so that we are capable of bouncing back to a bigger volume when the time is right.

Scope: approximately 200k€ annual budget and human resourcing of 2 full-time equivalents (FTE).

Indicative definition of the “must-haves” (subject to adjustment without board decision)

Impact and visibility	Membership satisfaction	Functional association
<ul style="list-style-type: none"> a. Facilitate the community and cultivate the culture. b. Enable creation of hubs and offer sufficient support for the hubs. c. Enable creation of thematic groups and offer sufficient support for the thematic groups. d. Augment the advocacy work done by the community. e. Maintain relationships with friend orgs/communities. f. Support the community (hubs, thematic groups, others) to organise events. g. Organise one annual community event (as this is part of the core it is not included in the MyData event concept) h. Maintain the website, basic social media presence and regular newsletters. i. Maintain and create MyData presentation content and present it at events. 	<ul style="list-style-type: none"> a. Maintain membership services and communication b. Maintain membership process (onboarding, invoicing, etc.) and membership data management c. The minimum level of membership acquisition, what is needed to keep the membership base stable. 	<ul style="list-style-type: none"> a. Good leadership and human resource management for the small and invaluable team b. Board meetings prep & post-work c. Minimum Viable Administration: association general meetings; annual planning and reporting; financial admin, accounting and reporting; other organisation admin. d. Pay and manage the tools and services that we need to stay functional. e. Basic trademark and branding awareness and work to protect and use the brand. f. Some level project partnership, project proposal and fundraising development

FOR REFERENCE: Revenue Mix (as per board 8 / 2021)



Revenue stream		Example budget 2022	Example budget 2023
Membership-revenue Community-resource (non monetary)	Self-sustainable core 200 k€/year	200k€	250k€
Projects-revenue	Project intensity 30-50% of the part above the core	200k€ (40%)	300k€ (55%)
Events-revenue	Event intensity 30-40% of the part above the core	300k€ (50%)	150k€ (27%)
Academy-revenue			100k€ (18%)