



OKR INSTITUTE

THE LEADING GLOBAL OKR INSTITUTE

— CLIENT ANALYSIS BROCHURE · GAMING

ROLLING OUT OKRS ACROSS A FAST-MOVING GAMING BUSINESS

How we helped a dynamic gaming company introduce OKRs org-wide, using pilot groups and a weekly check-in rhythm to connect board-level strategy to team execution, from C-level to product and operations.

● Betika

Org-wide

OKR ROLLOUT ACROSS
ALL LEVELS

Pilot

GROUPS LED THE
PHASED LAUNCH

Weekly

CHECK-INS AS THE OKR
HEARTBEAT

Prepared for internal
review
Confidential

OKRS FOR GAMING: FAST PACE, CLEAR FOCUS

Gaming moves quickly, products iterate, markets shift, and teams scale fast. Speed is the industry's strength and its risk: without a shared way to set and track goals, effort scatters. The challenge is rarely ambition; it is rolling out a goal-setting framework that every level actually adopts and keeps using.

This report looks at **Betika**, a dynamic player in the gaming industry. We partnered with Betika to implement OKRs across its management and

middle-management teams, establishing a robust framework to sharpen strategic clarity, execution, and alignment, and rolling it out carefully through pilot groups before scaling company-wide.

The approach is the one we bring to every sector: **hands-on enablement, workshop-led translation of strategy into outcomes, real OKR drafting, and a disciplined weekly cadence**, capability we build to last, not a template we hand over.

All levels

C-level, team leads & product managers trained together

Pilot

Groups tested and refined the approach first

Weekly

Check-ins as the discipline that sustains OKRs

100%

Context-led programme tuned to Betika's reality

HOW WE BUILD OKR CAPABILITY IN GAMING

1 Context-led enablement

We ground every level, from C-level to product and operations, in OKR principles and behaviours suited to a fast-moving gaming business.

2 Strategy-to-OKR translation

We facilitate drafting that links board-level strategic objectives to team-level operational goals.

3 Phased, pilot-led rollout

We launch through pilot groups first, learning and adjusting before scaling adoption across the whole organisation.

4 Weekly check-in discipline

We embed regular weekly check-ins as the heartbeat of the OKR cycle, keeping alignment, accountability, and adaptation alive.



BETIKA

A CAREFUL, ORG-WIDE OKR ROLLOUT

INDUSTRY
Gaming

SCOPE
Management & middle
management

ROLLOUT
Pilot-group led

CADENCE
Weekly check-ins

Betika is a dynamic player in the gaming industry. We partnered with Betika to implement OKRs across its management and middle-management teams, establishing a robust framework to enhance strategic clarity, execution, and alignment throughout the organisation.

THE CHALLENGE WE FOUND

- 01 An organisation-wide rollout.** The core challenge was introducing a new goal-setting framework across the whole company, not just in one team.
- 02 Adoption across levels.** OKRs had to be understood and used effectively at every level, from C-level executives to product managers and team leads.
- 03 Making the habit stick.** Beyond launch, the framework needed a routine, ongoing discipline, to remain useful rather than fade.

WHY IT MATTERED

In fast-moving gaming, a framework that isn't adopted everywhere quickly becomes noise rather than focus.

A careful rollout, and a habit that lasts, was what would make OKRs genuinely stick.

THE OBJECTIVE WE SET

Establish a robust OKR framework across management and middle management to enhance strategic clarity, execution, and alignment, and roll it out sustainably, company-wide.

FOCUS AREAS

Strategic clarity

Alignment

Sustainable rollout

OUR APPROACH

01

Comprehensive OKR training

Detailed sessions for all levels on OKR principles, best practices for drafting and aligning OKRs, and a routine of weekly check-ins.

02

Selecting pilot groups

Specific teams were chosen as pilots for the initial rollout, allowing focused implementation and adjustments from early feedback.

03

Establishing OKR discipline

Regular weekly check-ins were emphasised as a critical part of the cycle, sustaining alignment, accountability, and adaptation.

THE RESULTS WE SAW TOGETHER

- **Enhanced OKR drafting.** Product managers, team leads, and C-level executives learned to draft OKRs aligned to both board-level strategy and team-level operational goals.
- **Strategic alignment.** A higher level of alignment within and across teams ensured everyone's efforts contributed toward common company goals.
- **An effective OKR rhythm.** Regular weekly check-ins created a sustainable cadence for continuous dialogue, feedback, and adjustment.
- **A successful rollout.** Careful pilot selection and OKR discipline paved the way for a sustainable, organisation-wide rollout.

OUR REFLECTION

Betika is a rollout story done right. In a fast-moving business, the temptation is to launch everywhere at once; instead, piloting with selected teams let us learn and adjust before scaling. Paired with weekly check-ins as the discipline that keeps OKRs alive, that patience is exactly what turned a new framework into a lasting, company-wide habit.

FOCUS

Org-wide OKR rollout

SCOPE

Management & middle management

FORMAT

Training · Pilots · Weekly cadence

BASIS

OKR Institute case study

WHAT MAKES GAMING DIFFERENT

01 · Speed needs focus

Rapid iteration is the industry's edge, but without shared goals it scatters. OKRs keep fast-moving teams pointed the same way.

02 · Roll out, don't impose

Adoption sticks when it is piloted and refined before scaling, so teams shape the system rather than have it forced on them.

03 · Cadence keeps it alive

Weekly check-ins turn OKRs from a launch event into a habit, the discipline that keeps alignment and accountability current.

HOW BETIKA FITS THE PATTERN

Betika captures what a good gaming rollout looks like: train every level, pilot with selected teams, and lock in a weekly rhythm. That sequence took OKRs from a new idea to a discipline running across management and middle management, connecting board-level strategy to the daily work of product and operations, and it scaled without losing the speed the business runs on.

BUILD YOUR OWN SUCCESS STORY

READY TO ROLL OUT OKRS ACROSS YOUR GAMING BUSINESS?

From betting and entertainment to studios and platforms, we help gaming companies train every level, pilot before scaling, and embed the weekly cadence that keeps OKRs alive. We would welcome the chance to do the same with you.

Contact us →

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