



OKR INSTITUTE
THE LEADING GLOBAL OKR INSTITUTE

— CLIENT ANALYSIS BROCHURE · WHOLESALE

ALIGNING DISTRIBUTION AT SCALE WITH OKRS

How we helped a leading distribution and logistics group unite disparate departments around shared objectives, sharpen goal-setting, and lift transparency and engagement, turning a broad wholesale operation into a focused, measurable one.

● Binzagr

1,600

EMPLOYEES ACROSS
THE GROUP

Company

WIDE OKR ROLLOUT WITH
SOFTWARE

KSA

DISTRIBUTION &
LOGISTICS LEADER

Prepared for internal
review
Confidential

OKRS FOR WHOLESALE: MANY DEPARTMENTS, ONE DIRECTION

Wholesale and distribution businesses run on coordination: procurement, warehousing, sales, and logistics all have to move as one, or margins and service quality erode. The plan is seldom the problem; the hard part is aligning departments that each optimise for their own targets, and giving every employee a clear line of sight to the company's direction.

This report looks at **Binzagr**, a prominent distribution and logistics company in Saudi Arabia. We partnered with Binzagr to integrate OKRs into

its organisational strategy, driven by the need to refine goal-setting, enhance execution efficiency, and strengthen company-wide alignment, supported by OKR tracking software to make progress visible.

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 cadence**, capability we build to last, not a template we hand over.

1,600

Employees brought into a shared goal system

Cross

Functional alignment across every department

Software

OKR tracking for transparency and feedback loops

100%

Context-led programme tuned to Binzagr's reality

HOW WE BUILD OKR CAPABILITY IN DISTRIBUTION

1 Context-led enablement

We ground leadership and teams in OKR principles and behaviours, tailored to a distribution business's departments and operating rhythm.

2 Strategy-to-OKR translation

We facilitate workshops that turn strategic priorities into achievable Objectives linked to measurable Key Results.

3 Cross-functional alignment

We align OKRs across levels and departments so procurement, sales, warehousing, and logistics pull toward common goals.

4 Software, cadence & culture

We introduce tracking tools and a review rhythm, and adapt culture so OKRs become a transparent, self-owned system.

BINZAGR

UNITING DEPARTMENTS AROUND SHARED OBJECTIVES

INDUSTRY
Wholesale · distribution

BASE
Saudi Arabia

WORKFORCE
1,600 employees

OKR COACH
Dirk Schmellenkamp

Binzagr is a prominent distribution and logistics company. Our collaboration set out to integrate the OKR framework into its organisational strategy, driven by the need to refine goal-setting, enhance execution efficiency, and bolster company-wide alignment across a large, multi-department operation.

THE CHALLENGE WE FOUND

- 01 Strategic misalignment.** Disparate objectives across departments led to inefficiencies and diluted the overall strategic focus, with teams optimising locally rather than for the whole.
- 02 Inconsistent goal achievement.** Existing goal-setting mechanisms lacked the structure and clarity to consistently set, measure, and hit objectives.
- 03 Low engagement & transparency.** Employees had limited visibility of the company's direction and of how their own work contributed to its success.

WHY IT MATTERED

In distribution, margins and service depend on departments moving in concert, so misalignment shows up directly in cost and reliability.

A shared, transparent goal system was the way to turn separate effort into unified performance.

THE OBJECTIVE WE SET

Integrate OKRs into Binzagr's strategy to refine goal-setting, enhance execution efficiency, and bolster company-wide alignment, with tracking software to make progress transparent.

FOCUS AREAS

Alignment

Goal clarity

Transparency

OUR APPROACH

01

OKR workshops

Tailored workshops familiarised leadership and teams with the framework, focused on crafting achievable objectives linked to measurable key results.

02

Cross-functional alignment

Alignment sessions connected OKRs across different levels of the organisation, ensuring a unified approach toward common objectives.

03

OKR software

OKR tracking software was introduced to support better goal management, transparency, and continuous feedback loops.

THE RESULTS WE SAW TOGETHER

- **Strategic cohesion & efficiency.** Teams and departments aligned their efforts toward common objectives, improving strategic alignment and operational efficiency.
- **Better goal-setting & performance.** The clarity and measurability of OKRs led to better-defined goals and stronger performance tracking, lifting achievement rates.
- **Transparency & engagement.** OKR systems made goal progress visible and boosted engagement by clarifying each person's contribution to broader company goals.
- **A durable operating system.** Workshops, alignment, and software together left Binzagr with a repeatable way to run and track goals.

OUR REFLECTION

Binzagr is a coordination story. In distribution, the departments are strong on their own; the value is in getting them to pull together. By pairing workshops and cross-functional alignment with tracking software, we turned disparate departmental goals into one transparent system, and gave every employee a clear line of sight to where the company is heading.

WHAT MAKES DISTRIBUTION DIFFERENT

01 · Coordination is the product

Procurement, warehousing, sales, and logistics must move as one. OKRs give departments a shared target instead of competing local goals.

02 · Thin margins reward focus

In wholesale, small inefficiencies compound. Clear, measurable goals concentrate effort where it protects margin and service.

03 · Transparency drives engagement

When progress is visible through tracking software, employees see their contribution, and engagement and accountability rise.

HOW BINZAGR FITS THE PATTERN

Binzagr shows the three pressures every distributor feels, misaligned departments, inconsistent goals, and limited visibility, resolved by one system. Workshops built shared understanding, cross-functional sessions connected goals across levels, and tracking software made progress transparent. The result was strategic cohesion, better performance, and a workforce of 1,600 that could finally see how its work added up.

BUILD YOUR OWN SUCCESS STORY

READY TO ALIGN YOUR DISTRIBUTION BUSINESS AROUND MEASURABLE GOALS?

From distribution and logistics groups to wholesalers of every size, we help align departments, sharpen goal-setting, and embed OKRs, backed by the tools and cadence that keep progress transparent. We would welcome the chance to do the same with you.

Contact us →

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