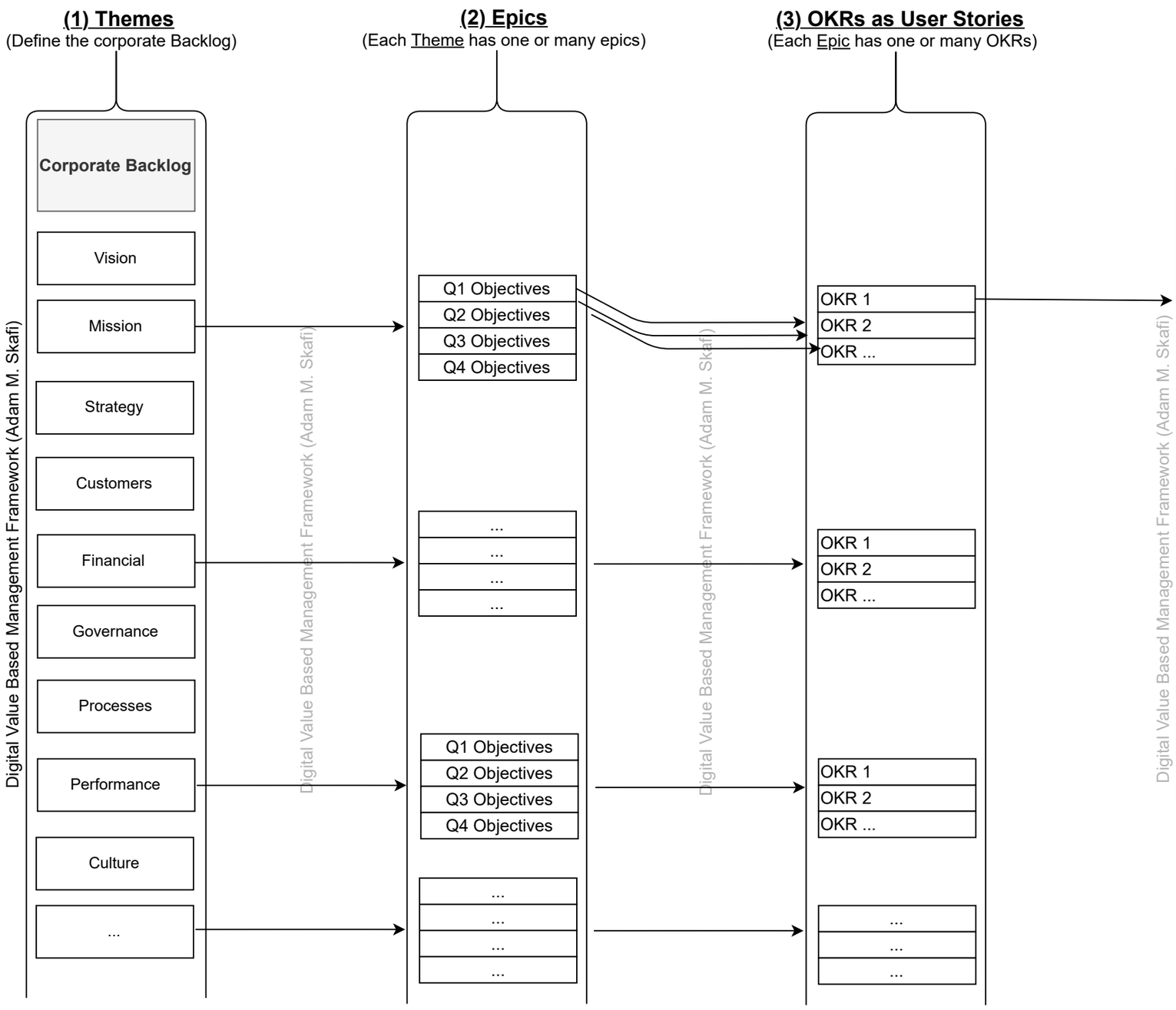
# Digital Value Based Management Framework (© 2019 - Adam M. Skafi)




## OKR as a User Story

**As** an XYZ Corporate,

**I would like** to achieve a product engagement of 80% WAU in Q1,

**So that** I can increase my product value and strengthen my competitive advantage

**Acceptance Criteria:**

1. Number of downloads....

2. Total number of users ....

3. Launch 5 surveys to understand how customers engage with our product

4. ....

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