The New York Times

Location	New York, NY, USA
	Media & Publishing
Industry	4,500+
Employees	Marketing
Use case	
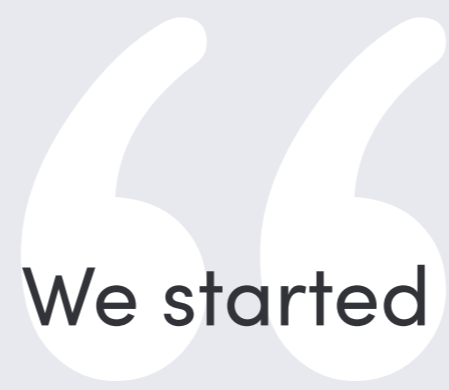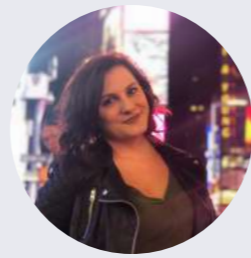
The challenge

When Rebekah joined, the Marketing & Media Strategy teams had to hit at least 70% of their goals - the benchmark they set for themselves. But, they weren't projected to hit their target because the teams weren't set up for success.

Their planning cadence was too frequent, and there wasn't a defined pre-planning process leaving less time for execution. The teams were also using too many tools, which meant a lack of visibility and accountability, making cross-team collaboration challenging.

The solution

Rebekah replaced their existing tools with monday.com Work OS, and it completely changed the game for OKR planning.

- One central workspace with a clear process and execution plan tailored to every team, use case, project, and team member

- Customizable boards for every objective with the key results clearly outlined in each + shareable boards for agency collaboration

- Transparent end-to-end management of OKRs, from pre-planning with the teams to real-time dashboards for team members to track progress towards their goals and make strategic, data-driven decisions

- High-level dashboards for managers to track team performance and drive a culture of feedback and recognition

The impact

8 weeks
Saved per year
establishing and defining the pre-planning process leaving four more weeks for execution per half-year

80%
Goals reached
10% higher than the target they set for themselves thanks to a more collaborative OKR planning process in monday.com

95%
Adoption rate
of monday.com Work OS enabling more collaborative planning and execution

monday.com