

BART DEN HAAK

Bart den Haak is an experienced expert in Objectives and Key Results (OKRs). As a coach and consultant, he has more than 10 years experience in applying OKRs and training professionals. He is the founder and CEO of “Moving the Needle,” helping tech companies to define their most critical Objectives. He has advised executive teams all over the world including Nike, ING, BinckBank (part of SaxoBank), Mural, Jampp, Mambu, Backbase, and Bol.com to use OKRs to their advantage.

Bart specializes in Lean and Agile (software) teams to strengthen their current way of working with his revolutionary goal setting methodology: Lean OKRs. With his background in software engineering and Agile Product Development, he is positioned well to advise SaaS companies and their leaders on changing the way they operate for the better. Bart has recently written a book “Moving the Needle with Lean OKRs” that discusses how his Lean approach to OKRs can drive innovation through behavioural changes, empowering and motivating teams and bringing the soul back to OKRs.

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