

Sara Lobkovich

Strategist · OKR Master Coach · Author, *You Are a Strategist*

Sara Lobkovich is a strategist, OKR Master Coach, and author of *You Are a Strategist: Use No-BS OKRs to Get Big Things Done* (a BookLife Editor's Pick). She's trained 4,000+ practitioners across 300+ organizations on strategy execution that actually changes behavior. Her keynotes and sessions challenge why traditional goal-setting doesn't live up to its promise and offer practical alternatives that work.

For hosts looking for alternative perspectives on leadership, goal setting, workplace culture, and neurodivergence at work.

OKR MASTER COACH · NBC-HWC · ADVANCED CONFLICT MANAGEMENT (KILMANN DIAGNOSTICS) · J.D.

4,000+

PRACTITIONERS TRAINED

300+

ORGANIZATIONS

500+

HRS
FACILITATION



Signature Topics

"You Have a Plan. Now What?"

Why strategic plans end up gathering dust — and what actually keeps one alive in daily work.

"Is It Possible to Make OKRs Not Suck?"

For the OKR-skeptical: why most implementations measure the wrong thing by default, and what actually works.

"Inclusion Through Structure: Enabling High-Potential Employees to Do Their Best Work"

Goal systems aren't neutral — how intentional design creates space for diverse thinking styles, and why that matters for results.

Also happy to discuss: "The Strategic Chief of Staff" · "Everything Is Urgent. Nothing Is Moving." (prioritization for chiefs of staff and force multipliers) · measurable goals in creative environments · intellectual humility as a leadership practice · healthy conflict at work

Speaking Areas

- Goal setting · Objectives and Key Results (OKRs)
- Strategy execution / strategy achievement
- Career fulfillment and courage
- Next-gen leadership & management
- Neurodivergence and adjacent interests: unmasking; introversion; being a square peg at work; burnout; self-regulation

Selected Appearances

- World OKR Summit 2025
- Section School — strategic planning & OKR workshops (2023–2024)
- Corporate engagements incl. a global professional services firm, Fortune 500 divisions, and a global Education company

Example Questions

How did you get so deep in OKRs?

You say OKRs improve equity and release bias: how?

You talk about OKRs as insurance against burnout... how does that work?

You're critical of most typical approaches to recognition and rewards in organizations. Why? How can rewards and recognition be done better?

What are the most critical skills for leaders to develop in today's business environment?

You're very open and transparent about the topic of neurodivergence at work. Where does that come from?

Tell me about the arc of your career: how did you wind up where you are today?



THE BOOK

You Are a Strategist: Use No-BS OKRs to Get Big Things Done
— a BookLife Editor's Pick.

BOOKING & INTERVIEWS

Share your show, audience, and timing — remote and in-person interviews welcome.

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Invite Sara on your show →

sara@redcurrentco.com

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