

PURPOSE X OKR

OBJECTIVES +  
KEY RESULT  
Recap your OKRs.

WHO DO YOU  
SERVE?  
Name your  
stakeholder.

ARE YOUR OKRS ALIGNED TO SHARED  
PURPOSE? *Test your Reimagination  
Factor.*

Status Quo! 0 10 Game Changer!

ARE YOUR OKRS ALIGNED TO SHARED  
PURPOSE? *Test your Impact Factor. How  
impactful is your OKR for the stakeholder?*

Phh, some benefits 0 10 HUGE Impact!