Whose Goal is That?

CEO

Objective: Increase number of monthly active users outside United States.
Key Results:
- Build global web presence
- Increase revenue from outside of US by 15%

VP of Sales

Objective: Increase revenue from outside of US by 15%

Key Results:

1. Increase non-US sales pipeline by 30%

2. Localize pricing for 3 major markets

VP of Product

Objective: Build global web presence

Key Results:

1. Launch 3 localized versions of the website
2. Build auto-translation feature for 10 major languages

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Whose Goal is That?

Chief People Officer

Objective: Be an employer of choice.

Key Results:
- Attract and retain top talent
- Improve employee engagement survey scores

Director of Learning & Development

Objective: Retain top talent

Key Results:

1. 80% manager attendance in training program
2. Launch 3 new skills trainings

Director of Recruiting

Objective: Attract top talent

Key Results:

1. Fill 90% of open roles

2. Host 5 recruiting events

Instructional Designer

Objective: Launch 3 new skills trainings

Program Manager

Objective:: 80% manager atten-dance in training program

Senior Recruiter

Objective: Fill 90% of open roles

Recruiting Coordinator

Objective: Host 5 recruiting events

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