aka.ms/word/okrs

1

WORD CUSTOMER TRUST IS OUR MOST IMPORTANT WORK

OPG Priority 1: Security

Microsoft and our customers are under an unprecedented level of security risk. In FY25H1, we will deliver step-function improvements in security across all clouds.

L1: Word + WALI deliver on all Secure Future Initiative commitments

2

WORD COPILOT BECOMES A TRANSFORMATIONAL DAILY APP HABIT

OPG Priority 2: Copilot

Deliver dramatic growth in deployment, engagement, and sustained usage of transformational Copilot experiences across our Word portfolio.

L1: Deliver a reliable experience that customers love and use frequently

L1: Help users discover, use and build habits with Copilot

L1: Pick New Winners (Word Copilot on Win32/Mac, Headless Word, Beautiful Documents Explorations)

L1: Enable customers to create their own AI value through Word (Word Automations, Word Mobile CoScribe)

3

GROW NEW AND ENGAGED USERS FOR WORD JOBS TO BE DONE

OPG Priority 3: Earn Share

Last year's work has set us up to earn 150M new users through best-in-class AI-first web & mobile apps, new funnels to capture branded/unbranded intents, and a freemium product for desktop (ERFM).

L1: Increase consumer retention and engagement

L1: Increase new consumer acquisition

L1: Establish Network effects as a growth engine for Word Consumers

L1: [Collab] Users choose Word when sharing and collaborating with others

L1: [Modern Layout] Word web provides layout fidelity with Win32 and "best in class" canvas experience.

FOUNDATIONAL EXCELLENCE

OPG Evergreen Priority

Continued emphasis on performance, availability, reliability, compliance, accessibility, and our engineering system for our internal productivity.

L1: Customers trust Word web.

L1: [Engineering Excellence]: We run our engineering systems and workflows as a service, prioritizing measurability and continuously improving overall quality of experience for Word engineers.

CULTURE SHIFT

OPG Evergreen Priority

We will continue critical work on diversity and inclusion, incorporate AI into our daily work, and build a culture that embraces the rapid pace of change in our industry.

L1: [Engineering AI Productivity] Word is a leader in AI culture shift, adopting and pioneering ways to apply AI effectively to augment, enhance, and improve how we build and maintain exceptional products and experiences.

L1: [PM AI Productivity] Word is a leader in AI culture shift, adopting and pioneering ways to apply AI effectively to augment, enhance, and improve how we plan and design exceptional products and experiences.