

☐ **Make sure your Objectives fit the criteria below:**

- Quarterly
 - Measurable (Complete/Incomplete is measurable despite not having a number)
 - An Objective is just a statement / headline of WHAT you want to achieve
 - Can be aligned below to or contributed to from below
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☐ **Set only 3-5 Objectives total**

You should set only 3-5 objectives per quarter plus keep your Key Results to just 1-3 per Objective. Keep it simple - less is more. If you have too many Objectives or KRs, it becomes too distracting and your team will be running in too many directions to try to hit them.

☐ **Ensure the OKR process is 70% bottoms-up**

Don't just give objectives and directives to your team but instead start by sharing your top objectives and then ask everyone for what objectives they propose to set for themselves so that your top objectives can be achieved. This way you get the buy-in and your people will be more committed to their objectives. Plus you will have tapped into the collective wisdom of your team rather than merely telling them what to do.

☐ **Check on progress every single week without fail**

This is the most critical step in executing and achieving your OKRs. A great deal happens during the span of a week and there are only 13 weeks each quarter. If the executive or a manager does not check in on the progress weekly and doesn't know the status or the bottlenecks/obstacles then it is impossible to course correct.

☐ **Designate operational vs. aspirational**

Some objectives can be "operational" and in this case achieving 90%-110% of the KR is an acceptable outcome. But you may also want to have "aspirational" also known as moonshots and then even if you achieve 60%-70% of the KR then you should consider that a win.

☐ **Specify the tactics that will achieve each Objective**

It's important to plan the tactics you will use to achieve the key result simultaneously as you set your KRs. If you don't do that then you won't know which knobs to turn and levers to pull in order to achieve your KRs.