# OKR

## Be Like Google: Utilizing OKR Software to Get Results

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## What do Google, LinkedIn and Zynga have in common? Yes, they're all massive players in Silicon Valley, but these juggernauts also all use one management method that helps set and communicate goals with ease: OKRs, Objectives and Key Results.

## This secret sauce is the driving force that moves teams together in the right direction by connecting company, team and personal objectives with measurable results. OKRs consist of a list of objectives and under each objective 3-4 key measurable results with scores of 0 to 1.0, showing its achievement.

## This technique dates back to 1970’s, when it was first implemented by the President of Intel, Andy Grove. But it’s Google that brought it enormous attention, and currently, it’s spreading like a wildfire to many companies.

## The success of this technique is admirable. It has helped the massive Google community work together and keep the company on track. It has helped the Zynga team defeat the competitor and become the #1 iOS poker game. OKRs have also helped the LinkedIn management team stay focused and propel itself to a $20 billion company. Furthermore, it has helped numerous smaller teams hold the company together in a stage of great growth.

## Whether measuring annually and quarterly(按年或者季度), like Google does, or choosing another time frame, it’s important to remember that:

## Objectives should be measurable(可度量的), focused and worth your while.

## You should have around 4-6 OKRs per quarter（每季度有4〜6个okr） (having more than that, might get you fired from Google).

## Keep the evaluation process simple, rather focusing on goal setting instead（让评估过程简单，而不是聚焦于目标设置）. Aim for an OKR grade of 0.6 – 0.7. If you've gotten a 1, then you've created it too simple. If you get under 0.4, then you're doing something wrong.

## Keep the OKRs public to get an overview what everyone’s working on. Even Larry Page shares his OKRs in Google.

## With these systems in place, you get a short list of objectives to work against, which increases focus and helps you hit the mark. Due to the popularity of this management method, there are many great tools that help automate the OKR process in your company. Saving you time and providing a clear overview of everyone’s progress.

## Related Article: Why Every Company Needs Business Process Management

## If you’re looking for software that helps align your team to work towards objectives, I’d suggest you to take a look at:

## Weekdone

## Disclaimer: I'm on the Weekdone team.