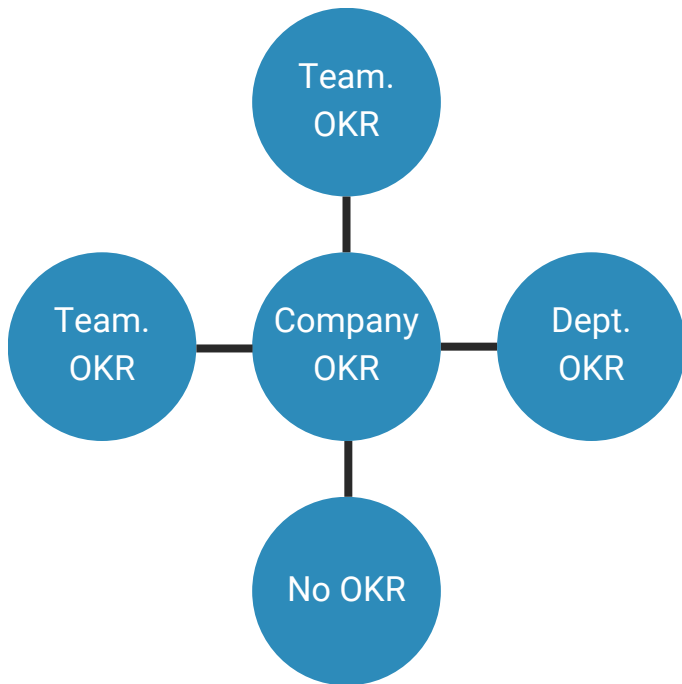
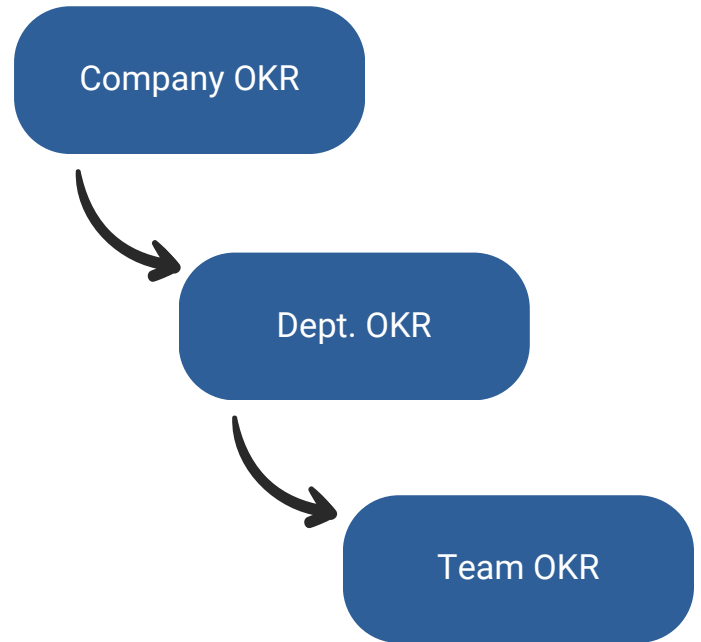


# Objectives and Key Results 101

✓ This



✗ Not this



## Objective:

- Keep it short
- Make it inspiring
- Set a time limit
- Let one team own it

## Key Results:

- Usually three
- Can be expressed with a number
- Answer what success would look like
- About a 50% chance of succeeding

### Examples:

- Ensure exceptional customer support
- Delight new users with the improved onboarding flow.
- Get students excited to finish their homework.

### Examples:

- 50%+ of the tickets are resolved automatically.
- 80% of support tickets resolved  $\leq 4$  hours.
- Customers rate us, on average, 4 out of 5 or higher.

Based on *Radical Focus* by Christina Wodtke

Read the full post: [Objectives and Key Results \(OKRs\) 101](#)

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