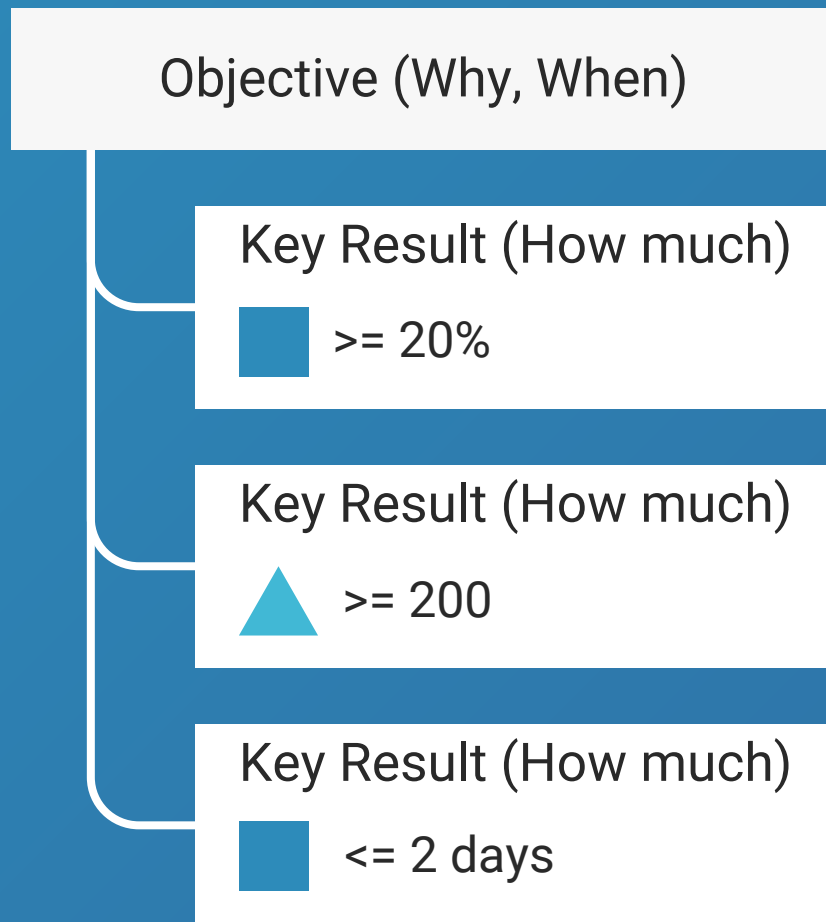


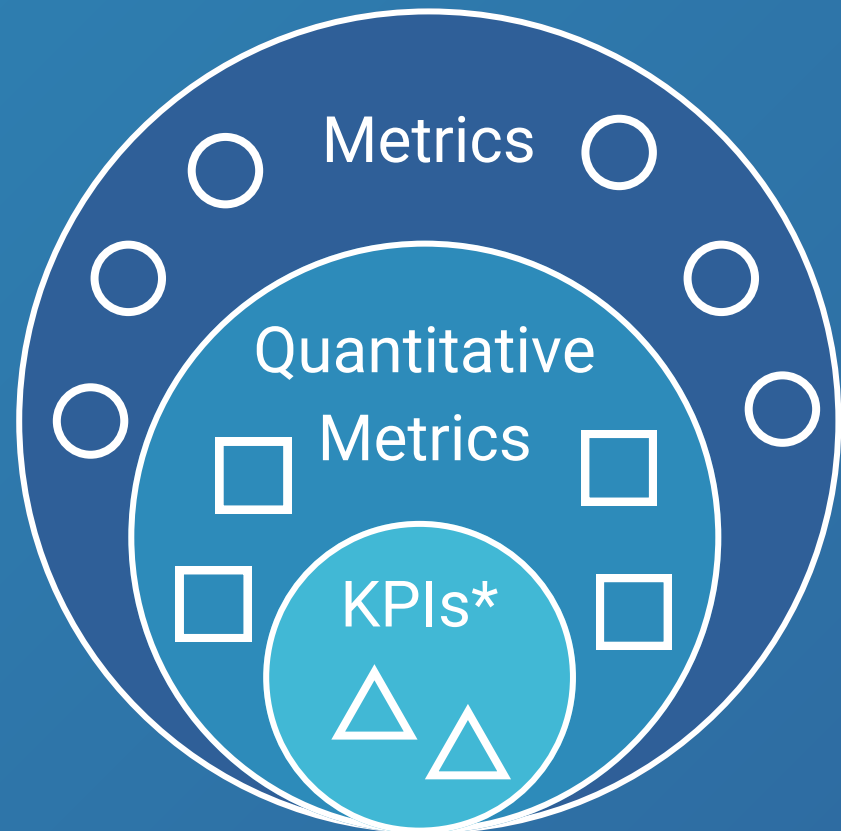
OKRs vs KPIs vs Metrics



Goals to achieve



Things to measure



*One of the KPIs might be your North Star Metric

What is an OKR?

OKR stands for “**Objectives and Key Results.**” The two components:

- **Objective (Why, What, When):** A qualitative, inspirational, time-bound goal for a team to focus on. Typically set quarterly or annually.
- **Key Results (How much):** Quantitative metrics (typically 3) and their expected values to monitor the progress.

When used right, OKRs can help you empower your product teams.

Metrics vs KPIs

Metrics are all the things you can measure right now. Qualitative metrics are unstructured and anecdotal. Quantitative metrics are the numbers.

KPIs (Key Performance Indicators) are the key quantitative metrics you typically track over a longer period of time.

North Star Metric is a single KPI. It is customer-centric, represents the value customers get from the product, and is a leading indicator of a business’s success.