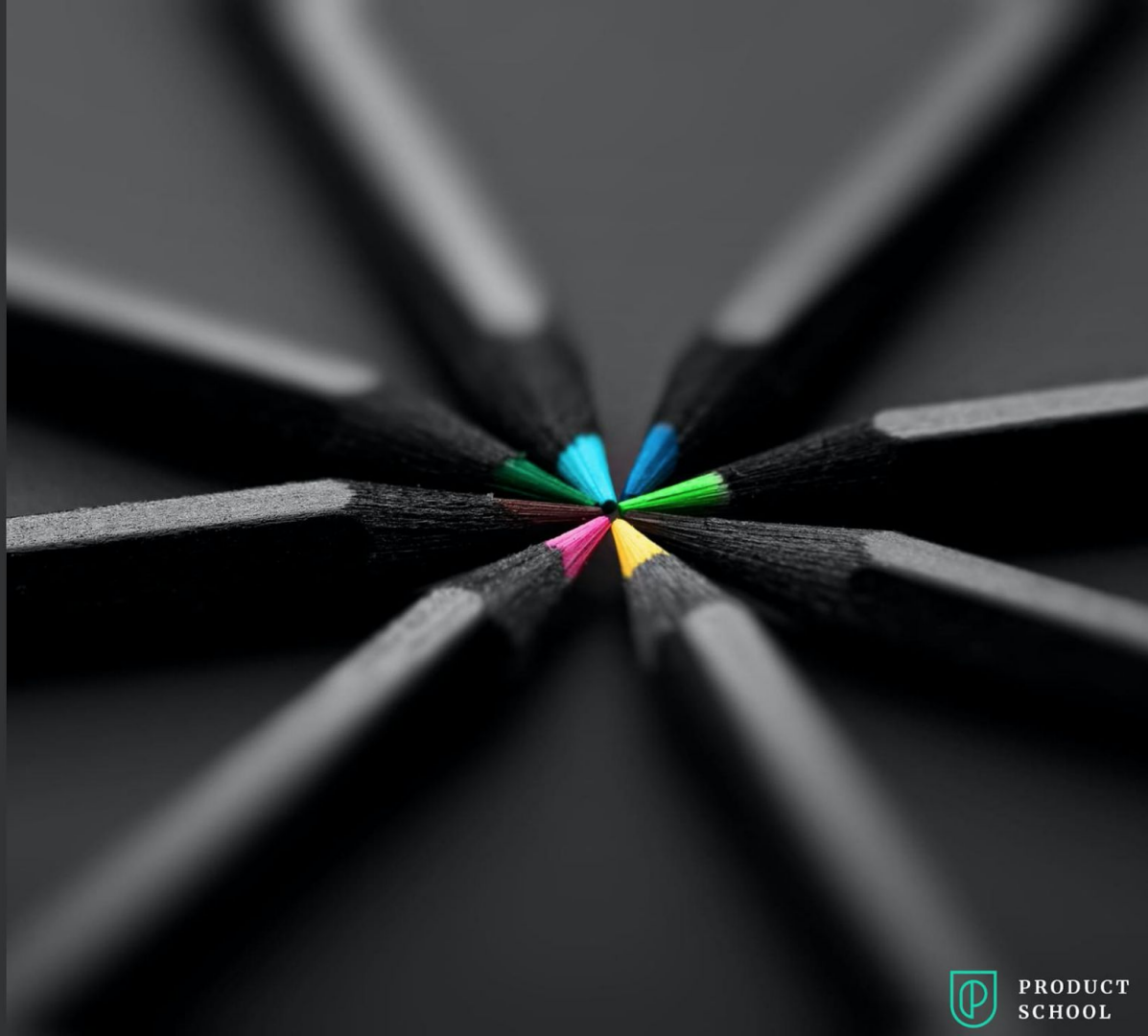# What is an OKR?

OKR == Objective and Key Results

O • Where do I want to go?

KR • How do I know if I am getting there?

I • What should I do to get there?

Example of an OKR

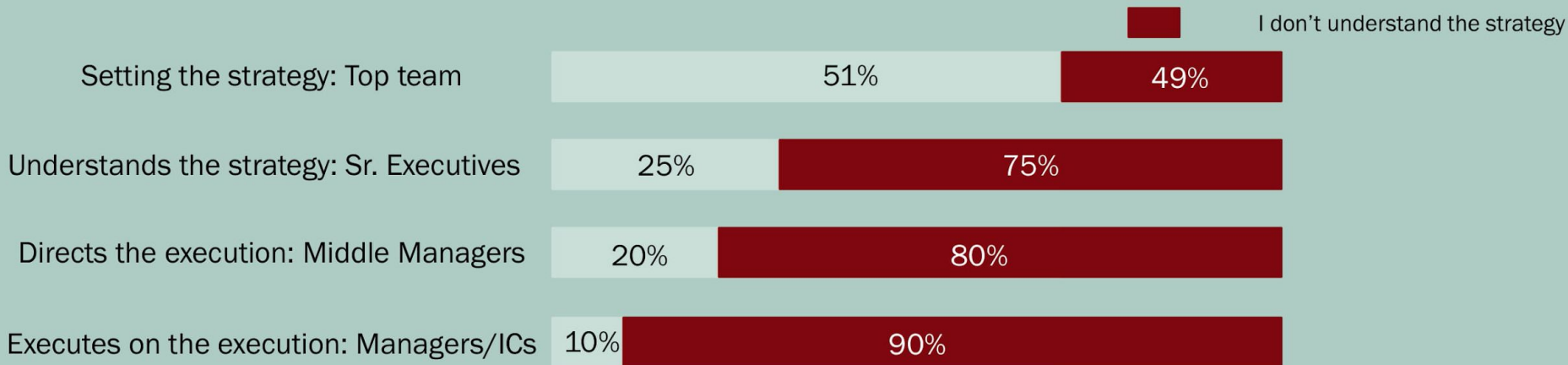| OBJECTIVE	INITIATIVE	KEY RESULT
I want to go to Seattle	I want to drive from CA to WA	Check direction constantly

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Why use OKRs?

New project – let's define success

Problem: No one knows the strategy

I don't understand the strategy

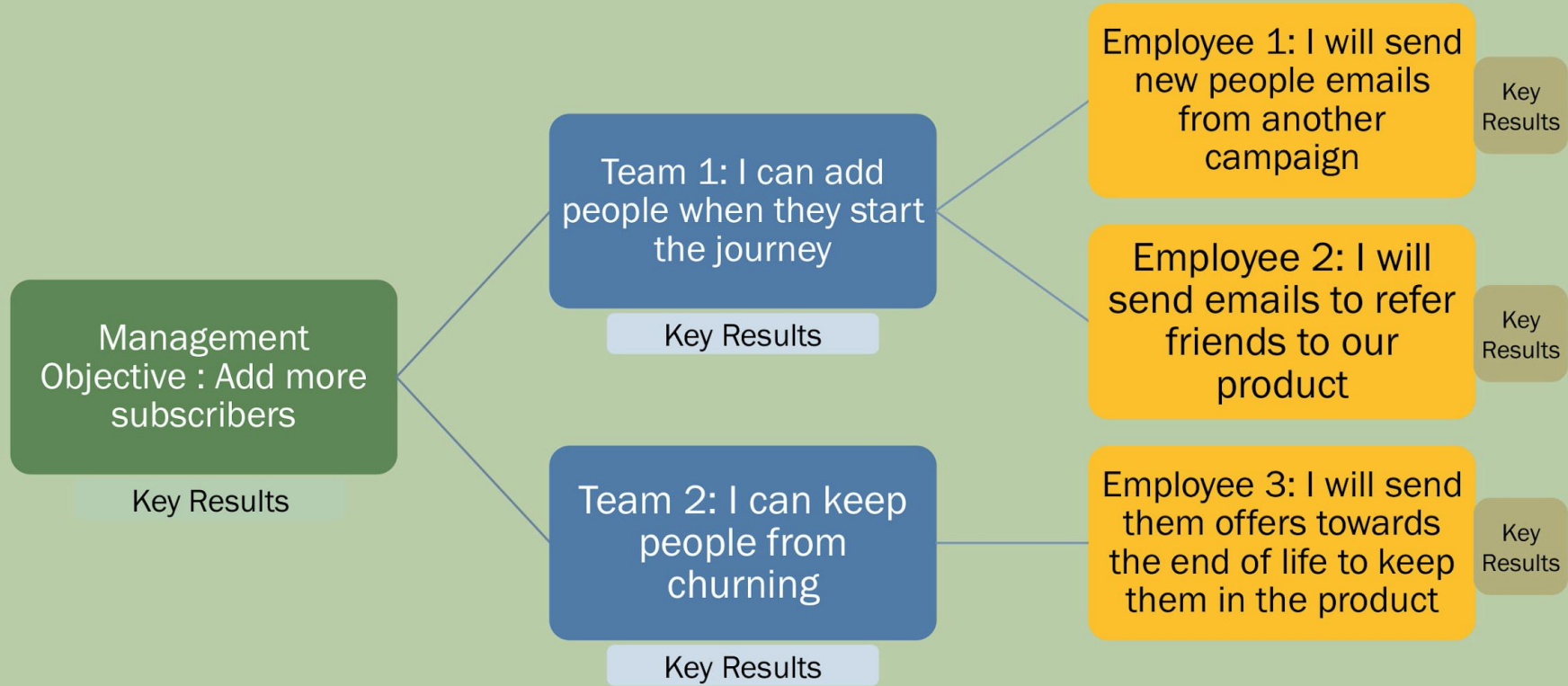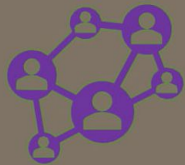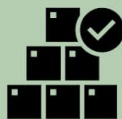|		
Setting the strategy: Top team	51%	49%
Understands the strategy: Sr. Executives	25%	75%
Directs the execution: Middle Managers	20%	80%
Executes on the execution: Managers/ICs	10%	90%

If I know what the strategy is, I am happy to contribute to the overall success of the Organization and able to quantify my personal growth.

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OKR Tree/Levels 🌳

Management Objective : Add more subscribers

Key Results

Team 1: I can add people when they start the journey

Key Results

Team 2: I can keep people from churning

Key Results

Employee 1: I will send new people emails from another campaign

Key Results

Employee 2: I will send emails to refer friends to our product

Key Results

Employee 3: I will send them offers towards the end of life to keep them in the product

Key Results

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Benefits of OKR

Know what you are contributing for

Engaged Stakeholders

Motivated team

Uber vision and strategy

Have a clear path to success

Focus

Accountability

Well defined goals

Celebrate success and study places to improve

Course correction

Redirect efforts

Identify initiatives

Localize your OKRs

Step 1

Localize LT Objective to team Objective

- What can you help LT with?
- What does this mean for the team?

Step 2

For each team Objective what are the KRs

- Key things to achieve for this objective
- Increase or decrease anything?

Step 3

What initiatives do we need to support the KRs

- How can I break up the KRs into workable features?
- Do I have the infra to support the initiatives?

Step 4

How can we measure the KRs

- Do I have the infra to support data collection?
- What template do I want to track my progress?

How to define OKRs?

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Things to look for in OKRs

Outcome Oriented – what are you trying to achieve?

Measurable – do we have a way to measure and see if we are able to achieve it ?

Balanced – does it balance both customer and business results ? Can we cut something else to achieve this?

Aspirational – is this the best possible outcome? Can we do some more for this objective?

Accountable – is this team-owned/team-generated? If we aren't meeting results, can we try other features?
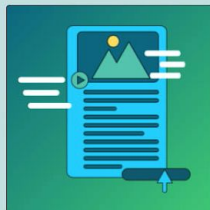
Common objectives themes

Growth	UX	Process	Employees	Customer	Continuity

Grow existing business

We want to have a differentiated UX

We want to improve our process, performance, etc.

We want employees to love their work

We want to address more customer escalations

We want to decrease the outages

Common objectives mistakes

| Huh?	I need you	Just me	Frog in a well	Copy paste
Objectives aren't clear and KRs are poorly defined	OKRs depend on another OKR	Does not understand dependencies and no alignment	Objectives are not aspirational and KRs are a rinse and repeat	Copy someone else Objective as your KR and vice-versa

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How to track, measure and
review your OKR

Track your OKRs

Team	Objective	KR	Target	Actual (Month)	Quarter1
Team 1	Grow the business	Get more people to try	50	3 (Sept)	8
Team 2	Sustain the business	Send emails towards end of trial	40	8 (Sept)	10
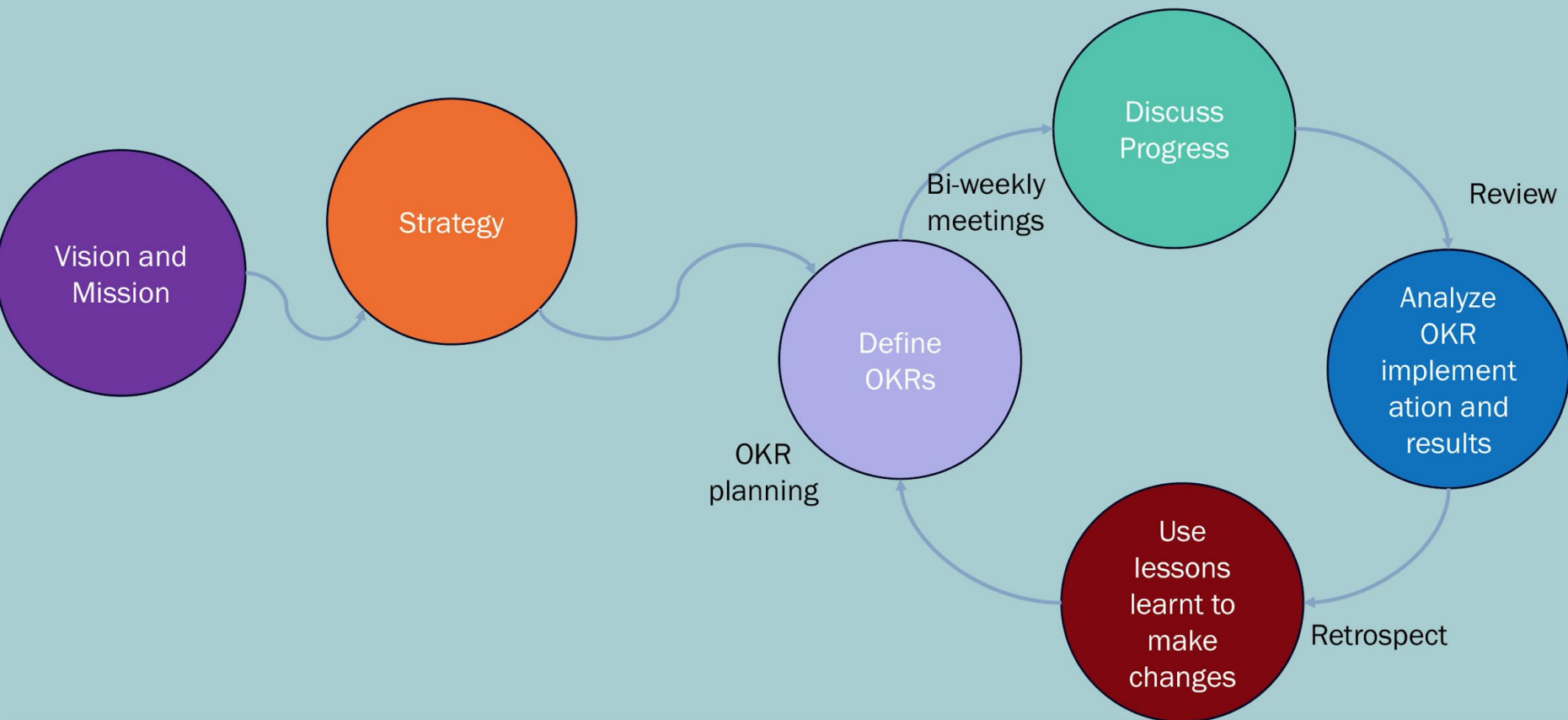
Example template to track

Objective

Key Result

ROI in Q1	ROI in Q2	ROI in Q3	ROI in Q4

Top issues/concerns/note worthy performances:

1. Lorem epsum
2. Lo eps

OKR tracker: month over month

Initiative	Target	Roll out schedule	Notes
Item 1	20	Planning	No blockers