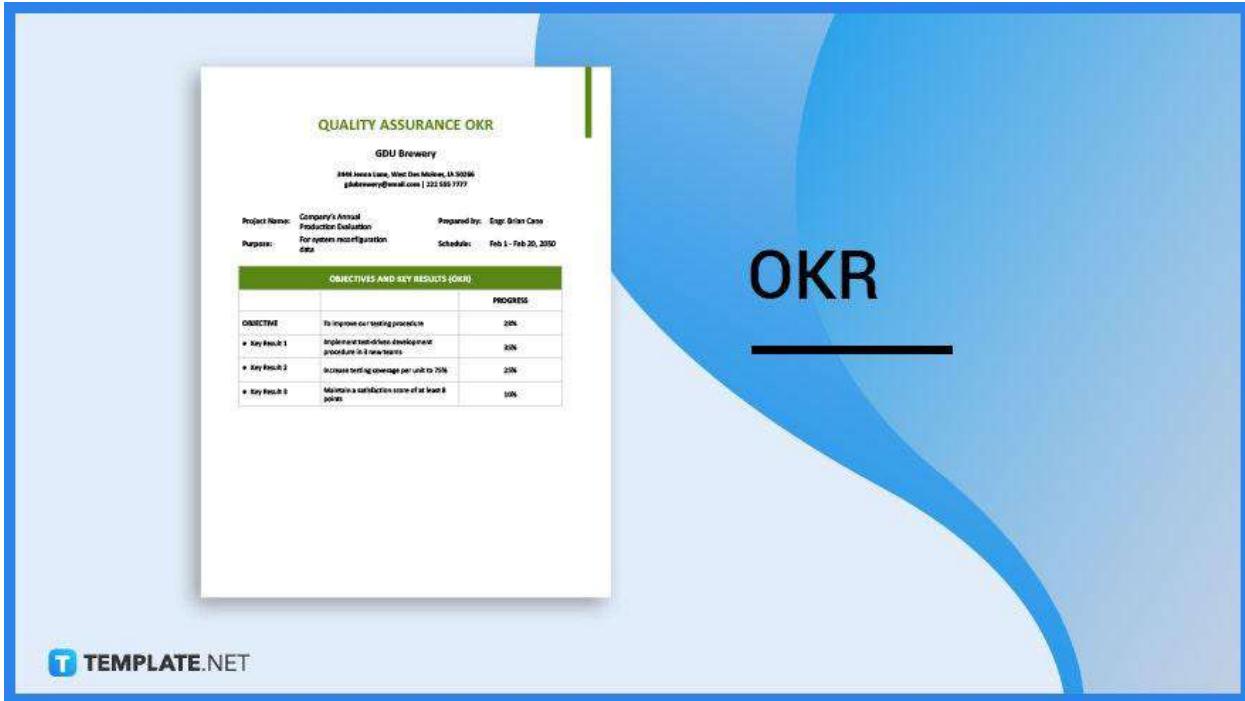


OKR

An OKR motivates and engages individuals to take targeted steps and drive better results on what they have set out to do. Anchor your direction by learning how to create and customize yours.



OKR Definition & Meaning

OKR is a framework used for identifying and describing goals and measuring results.

It helps people and organizations set the route to take when they deliver tasks and undergo processes.

What Is an OKR?

An OKR (Objectives and Key Results) is a framework that organizations and business companies use to set measurable objectives and track performance and results. It communicates plans to improve collaboration and establish harmony between team members. Also, with this framework, you can align activities with your strategic goals and highlight priorities.

10 Types of OKR

Accounting OKR

An [accounting OKR](#) helps the accounting team document their goals and break them into bite-sized parameters to measure progress and results. This document majorly focuses on managing the budget and generating financial management strategies. When writing your accounting objectives, you should be specific with the period and incorporate flexibility in the planning process.

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ACCOUNTING OKR

BTT Enterprise

1642 Monroe Street, Houston, TX 77032
bttenterprise@email.com | 222 555 7777

Project Name:	Second Quarter Accounting Assessment	Prepared by:	Mr. Rob Hall
Purpose:	For the company's quarterly review system	Schedule:	Apr 1 - June 25, 2050

OBJECTIVES AND KEY RESULTS (OKR)		PROGRESS
OBJECTIVE	To improve the company cash flow	28%
• Key Result 1	Reduce the account receivables from \$2 million to \$1 million	15%
• Key Result 2	Implement Net-30 account to all customers	40%
• Key Result 3	Reduce the average payment period from 60 days to 30 days.	30%

Startup OKR

Starting a business and taking the reins on multiple aspects can get overwhelming. Although, gaining focus on the elements of your business through a [startup OKR](#) will help you become more competitive. With a well-crafted startup OKR, you can develop better plans and strategies to meet customer demands and build your brand.

STARTUP OKR

OBJECTIVE	PROGRESS
To create a community for all the customers	23%
• Key Result 1	Create a community strategy based on top best practices
• Key Result 2	Get at least 30% of the customers to join the community through incentives
• Key Result 3	Earn 20 positive PR placements for our customers

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Annual OKR

An [annual OKR](#) involves long-term objectives that a company or a team aims to achieve within twelve months. Include goals that improve operations and secure better opportunities in this document. Specify your key results and the importance of each objective, otherwise, the people involved can ignore the urgency of your goals and lessen their impact.

ANNUAL OKR

OBJECTIVE	PROGRESS
To create higher quality sales leads	23%
▪ Key Result 1 Generate the lead metrics and scripted questions for Corporate Resource Management (CRM)	35%
▪ Key Result 2 Automate data collection from backend to CRM	25%
▪ Key Result 3 Revise user engagement form by upgrading the design and reformulating screening questions	10%

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Developers OKR

With the growing demand in the software market in this digital era, developers and software engineers have hectic schedules. That said, there is a need to curate a [developers OKR](#) to improve efficiency throughout the varying phases of the process or the agile workflow. Doing so helps the team adhere to your set timeline and make appropriate adjustments to the system to attain desired results.

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DEVELOPERS OKR

	Assigned to	Deadline	Progress	
Objective	To improve platform reliability	IT Department	September 3, 2050	23%
1. Key Result	Decrease time to repair website issues to 30 minutes	IT Department	August 10, 2050	35%
2. Key Result	Increase test coverage to 80%	IT Department	August 15, 2050	25%
3. Key Result	Lessen system failures to 10%	IT Department	August 25, 2050	10%

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Business Analyst OKR

When businesses are data-driven, they can allocate their resources competitively to generate top-notch results efficiently. That said, ensure to be skillful in providing the organization with the needed data to pursue growth and give solutions that work by being the best at your job. Increase productivity and have more accountability with a [business analyst OKR](#).

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BUSINESS ANALYST OKR

BUSINESS ANALYST OKR

HGT Merchandise

111 N Market St #300, San Jose, CA 95113
hgtmerchandise@email.com | 222 555 7777

Project Name:	International Brand Expansion	Prepared by:	Mr. Ali Chan
Purpose:	To increase international sales	Schedule:	Dec 1 - Dec 20, 2050

OBJECTIVES AND KEY RESULTS (OKR)

OBJECTIVE	PROGRESS	
To increase the company's brand awareness.	23%	
• Key Result 1	Reach 20 media calls from top influencers	35%
• Key Result 2	Secure 3 speaking spots in the Annual Industry Conference	25%
• Key Result 3	Reach 4 meetings with international franchisees	10%

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Monthly OKR

A [monthly OKR](#) helps individuals and teams achieve the best results and make the most of their month. It sets the blueprint for the planning and strategy development processes for managing projects or delegating tasks within the thirty-day time frame. In this document, you should write short-term goals and detail your key results to measure and improve items better.

MONTHLY OKR

		Assigned to	Deadline	Progress
Objective	To improve 1-month customer retention rate by 50%	Sales Department	September 1, 2050	23%
1. Key Result	Create new in-app experience	IT Department	August 10, 2050	35%
2. Key Result	Revamp customer newsletters and gifts	Sales Department	August 15, 2050	25%
3. Key Result	Identify and commit to marketing channels with best retention rate	Marketing Department	August 25, 2050	10%

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Education OKR

As teachers and the staff of educational institutions equip students with the knowledge and skills to advance in their careers and open the doors to more opportunities, the school should not lose focus on the business goals, hence the importance of an [education OKR](#). It details the metrics for success and the objectives to improve aspects such as the learning environment and business function. Whatever your reason for creating this document, ensure to personalize and customize it for your purpose.

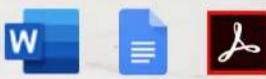
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Play University
Play University
6543 Argonne Street, Newark, DE 19711
playuniversity@email.com | 222 555 7777

Project Name: Languages Department Biannual Curriculum Evaluation **Prepared by:** Mr. Alistaire Riley

Purpose: For improvement of course programs **Schedule:** Dec 1 - Dec 20, 2050

OBJECTIVES AND KEY RESULTS (OKR)		
OBJECTIVE	PROGRESS	
● Key Result 1	To improve and upgrade course syllabus	47%
● Key Result 2	An Output-based course program	50%
● Key Result 3	Increased student-community engagement	40%
	Maintain the students' passing rate at 75%	50%



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Training OKR

When administering employee training programs, you assess and determine what skills you want your trainee to improve or gain and what insights they need to attain. To heighten knowledge absorption and retention for the topics and courses you will cover during the training, you should personalize learning paths and adjust your pace to ensure you can achieve your objectives. A [training OKR](#) will guide you throughout the process and ensure you can use appropriate teaching materials and curate learning paths to maximize your learning experience.

Training OKR

Objective	Description	Assigned to	Deadline	Progress
1. Key Result	To train new recruits for disaster response	Fire Department	December 25, 2050	38%
2. Key Result	Master and achieve the standard time of preparation	Firehose/Truck Team	December 5, 2050	60%
3. Key Result	Pass assessment exams on engineering and chemistry	Inspection Team	December 25, 2050	25%
	Pass rescue and first aid certification exams	Rescue Team	December 25, 2050	30%

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Customer Service OKR

When you strike up a conversation, provide support, book an appointment, or answer a customer query, you should do it with a direction and a target in mind. High customer satisfaction is always a part of the OKRs of customer-centric businesses, along with an extensive list of other objectives for meeting demands and needs. A [customer service OKR](#) involves identifying your KPIs to measure success and determine how much you are progressing towards your goals.

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Customer Service OKR

MNT Solutions

2949 Abner Road, Eau Claire, WI 54701
mntsolutions@email.com | 222.555.7777

Project Name:	Year-end Assessment	Prepared by:	Ms. Dona Raephis
Purpose:	For the company's annual review system	Schedule:	May 1 - May 30, 2050
OBJECTIVES AND KEY RESULTS (OKR)			
OBJECTIVE	To expand customer support coverage to Korean, Spanish, and German	PROGRESS	29%
• Key Result 1	Hire ten (10) native language speakers by June		35%
• Key Result 2	Expand automated online support channels to each language by July		25%
• Key Result 3	Develop in-house translation application for non-speakers to aid customers with simple problems by August		25%

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Engineering OKR

An [engineering OKR](#) is a document that lists objectives for projects and key results you can use to oversee performance and track goals. It is an essential factor that ensures you can optimize your procedures and enhance collaboration practices within your team. Your OKR will improve the quality and accelerate your work.

Engineering OKR

Built Corporation Ltd.
2227 Holt Street, Delray Beach, FL 33483
builtcorpltd@email.com | 222 555 7777

Project Name: Year-end Assessment **Prepared by:** Ms. Gary Newman

Purpose: For the company's annual review system **Schedule:** June 1 - June 20, 2050

OBJECTIVES AND KEY RESULTS (OKR)

OBJECTIVE	PROGRESS
To improve stability of product releases	37%
● Key Result 1 Decrease unscheduled downtime from five (5) hours to three (3) hours	35%
● Key Result 2 Decrease time between each product release from two (2) months to one (1) month	25%
● Key Result 3 Decrease number of backlogs from ten (10) to five (5) per production	50%

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OKR Uses, Purpose, Importance

Being goal-driven is an essential quality that individuals and teams should have regardless of their profession. Having a clear objective and being able to measure performance and progress allows you to keep your head in the game and focus on success. That said, document your goals and enjoy other benefits of creating an OKR by crafting yours.

Increases Focus on Priorities

When you have a vision of what you want to accomplish, you know which activities take precedence so you can take the most efficient route to achieve what you want. When you and your team focus your energy on prioritized tasks, you can meet stakeholder or customer needs better.

Establishes a Data-Driven Culture

When you establish a data-centric culture in your workforce, you can make more informed decisions that ensure you can proceed through processes and transactions without complications. Also, you can minimize possibilities for errors and mitigate risks.

Seamless Operations

When you administer and manage complex activities, it is easy to get lost in the details and extensive responsibilities. Although, if the team knows where and how to expend their time and effort to ensure seamless workflows, you can amplify performance.

Aligns Team Members

You should clarify your goals and ensure you stay on the same page with your members regarding what needs to be accomplished. A team that strategically works towards the same goal will get to realize its goals while spending less time and effort.

Improve Commitment

When you take a step and do something with a clear goal, you do it with motivation and commitment. Also, it helps with enforcing accountability, which pushes people to strive hard and meet expectations.

Enhances Change Management Practices

To ensure you get the best insights for your processes and generate results that allow you to stand out against your competitors, you should undergo many attempts or the trial and error process. That said, you should devise an OKR document to prepare for plenty of changes and adjustments in your work and keep your team updated.

Upgrades Time Management Strategy

Time is an essential resource in business and in doing work, every tick of the clock is a possibility of gaining or losing something. With specific goals stated in your OKR, you can start planning your day, week, month, or even your year around them to manage your schedule better.

What's in an OKR? Parts?

Objectives

In this component of the OKR, you will write the goals or results you are aiming to achieve in a period of time. It can be your objectives weekly, monthly, quarterly, or annually.

Key Results

Your key results will serve as a benchmark for evaluating success. Also, you can consider them as milestones you should accomplish to attain the stated objectives.

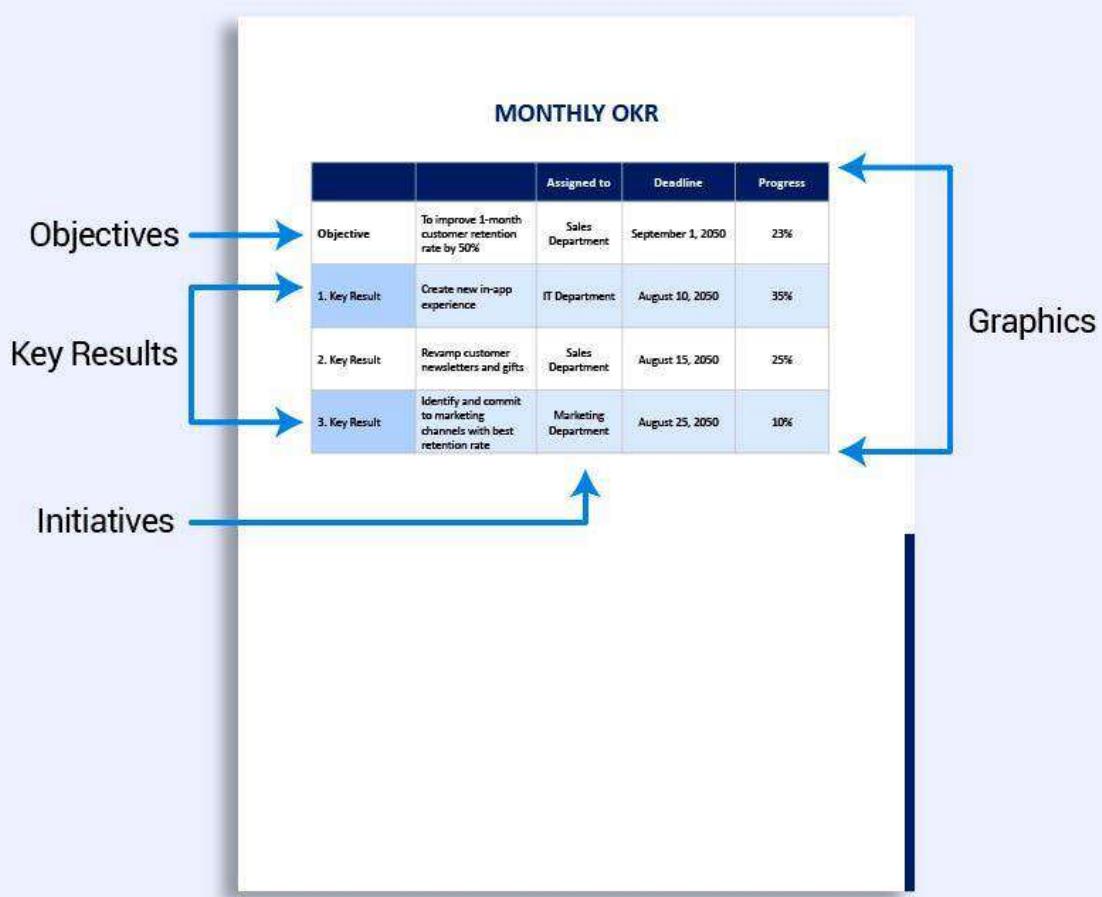
Initiatives

Although you would not usually see initiative stated in OKRs, some would include this component to list the tasks the people involved should undergo to push towards your key results. You can look into this to list the tasks and projects you need to accomplish and assign them to people suitable for the role.

Graphics

When people create their OKRs they usually include graphics, icons, and other visual elements to engage the audience. Furthermore, it organizes and highlights essential points.

OKR Anatomy



How to Design A OKR?

1. Choose an [OKR Size](#).
2. Define the purpose of your OKR.

3. Select an [OKR Template](#).
4. Set actionable and measurable goals
5. Organize your ideas and incorporate visual elements
6. Finalize and download your OKR

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OKR vs. KPI

OKR refers to the methodology to set goals and key results to aim for improvement and pivoting strategies to achieve optimal results.

KPIs are the key performance indicators that organizations identify and use to measure performance for processes and activities and reflect progress.

What's The Difference Between OKR, Smart Goal, and Smartsheet?

OKR provides context and information to individuals and teams regarding what steps need to be closer to organizational goals and to achieve them within the set timeline.

SMART goals are the criteria for goal setting that refers to specific, measurable, achievable, relevant, and time-bound.

Smartsheet is a team collaboration and project management platform that uses a spreadsheet format to streamline task delegation and provide transparency to individual and overall progress.

OKR Sizes

There are varying [OKR sizes](#) for various types and purposes. Although to narrow them down, there are standard paper sizes that you can consider as your go-to option, the letter size with the dimensions of 8.5 inches by 11 inches and A4 paper that measures 8.3 inches by 11.7 inches.

OKR Sizes

Types of OKR	Size (in)
Letter Size	8.5 × 11
A4	8.27 × 11.69

OKR Ideas & Examples

You can use OKR for varying situations and purposes. That said, you should get familiar with different [OKR ideas](#) and review examples to ensure you can customize the structure and elements of your OKR to fit your needs.

- OKR Ideas and Examples
- Operations OKR Ideas and Examples
- HR OKR Ideas and Examples
- Sales OKR Ideas and Examples
- Business OKR Ideas and Examples
- Team OKR Ideas and Examples
- Product OKR Ideas and Examples
- Weekly OKR Ideas and Examples
- Marketing OKR Ideas and Examples
- Quarterly OKR Ideas and Examples
- Company OKR Ideas and Examples

FAQs

What should an OKR contain?

An OKR should contain your objectives and key results, and others also include initiatives as a component and add graphics to make it compelling.

What is the impact of OKR on business?

An OKR in business helps improve employee engagement and performance tracking practices and allows you to measure the effectiveness of your operations to make changes and improvements in your business functions.

What makes an effective OKR?

A motivating and exciting objective, measurable and specific key results, and concise details make an effective OKR.

What is the OKR methodology?

The OKR methodology is a goal-setting practice that explicates your vision of what you want to achieve and formulates key results to help you measure progress and report success.

What are key results in OKRs?

The key results have a numerical value in OKRs to help you map how much you have achieved in taking steps towards your objectives.

Why is the OKR method so popular?

The OKR method ensures that employees of a company or members of a team are geared towards the same goals.

What are the components of OKRs?

In an OKR framework, you can see people composing multiple objectives and over three to five key results for each of them.

Why should we adopt OKRs?

If you want to be more efficient when allocating your resources and attaining your targeted productivity or sales, having inspiring goals and engaging key results will improve your outcomes.

How to track and manage employee OKRs?

After outlining your company's OKR, you should consider using digital tools for delegating tasks and tracking work history and progress towards objectives.

How do OKRs help an organization?

OKRs help organizations get their plans into action and execute strategies using methods that work to modify inefficiencies and heighten organizational effectiveness.

What is the OKR dashboard?

An OKR dashboard uses infographics such as charts, roadmaps, tables, and other visual models to present goal-setting and goal-tracking data in a more comprehensive way to the audience for better understanding and visualization.

What companies use the OKR methodology?

Plenty of well-known companies use the OKR method to improve their operations, Google, Oracle, Facebook, Twitter, Adobe, Amazon, and Dropbox, to name a few.

How is OKR related to Scrum?

Considering how OKRs provide impressive results in agile workflows, this methodology would also work well together when incorporated with an agile project management framework or Scrum.

What are tips for making OKR in Microsoft Excel?

When you create your OKR using Excel, you should use customizable OKR sheet templates, instead of consuming plenty of time doing the task manually.

What is MBO?

MBO (Management by Objectives) is another goal-setting framework that follows an annual cycle that mainly focuses on setting and communicating objectives with the employees and assessing them to determine changes regarding the compensation plan.