

# OKR Best Practice

## Objectives & Key Results

**Objectives:** Are qualitative statements that are succinct, positive, ambitious and inspiring. Objectives tend to not contain a metric. E.g. Rapid sales pipeline growth.

**Key Results:** Are how you propose to measure the progress and success of your Objective. There should be 1 – 4 of them, easily measured and correlate with the achievement of your Objective.

### OKR Quality Test

- **Succinct & Positive:** My Objective is succinct, positive, ambitious and inspiring
- **Metrics & KPIs:** My Key Results contain metrics that are KPIs and are measurable
- **Tasks Are Exceptions:** I don't have many or any Key Results that are Tasks
- **100% Correlation:** My Key Results correlate with my Objective achievement
- **100% Alignment:** My Key Results are aligned with my Company, Team & Manager OKRs
- **Stretch:** I've stretched myself and have been brave enough to set ambitious targets

## Writing Great Key Results

### Key Results With A Target Metric

#### 1. Describe a Key Result

E.g. Double our Sales this Quarter to \$1.2m

#### 2. Select A Metric

Metrics are often KPIs you and your team would be target and be measured by

#### 3. Set A Target Value

These are Numeric / Currency / Percentage

Example OKRs:

- Double our Sales this Quarter to \$1.2m
- Generate 1K New MQLs
- Increase SQLs Per Rep / Per Month to 200

### Key Result That Are Tasks & Completed

#### 1. Describe Task

E.g. Listen to each Reps Sales Calls and provide constructive feedback

#### 2. Define Progress Method

Measured By: % Complete or % Complete Milestones e.g. 50% = [MILESTONE NAME] etc.

## Measuring Key Result Progress

There are two main types of Key Result Progress Measurement:

### 1. Numerical

Numerical progress is typically measured as Fixed Periods or Counts

- **Fixed Period:** Metrics can be measured in Fixed Periods e.g. Weekly, Monthly. E.g. Revenue, Churn, Sign-ups.

The data for these can often come from integrations e.g. Google Analytics, and are typically they are metrics you'd want to track continuously.

- **Simple Counts:** Metrics can be Simple Counts and are not fixed period updates and tend to be for more ad hoc measurement e.g. Meetings, Interviews, Survey Responses.

### 2. Task

Task progress is measured as a % Towards Completion

These can be simple % e.g. 0%, 50%, 100%

They can also be Milestones e.g. 20% = Presentation Created