

DIRECTION

The current
strategy

Stakeholder
expectations

The previous
OKRs



Step 1 – Objective

Think about a change you want to make. Imagine how the future will look like in the 3 months' time. Describe it as an Objective title using simple language.

Step 2 – Why now

Validate the urgency of your Objective proposal. Challenge yourself: Why does it matter? Why do you need to do it right now? What happens if you don't do it?

Step 3 – Key Results

Create a set of metrics that complement your Objective. Each metric needs to name a specific area to be improved. Achieving all of them will confirm you succeed with an Objective.

Bonus

Ask for feedback on an OKR proposal. Refine it. If required, follow steps 1-2-3 again. Do it max two times.

Benchmark

PoC/Spike result

“Gut feeling”

KPI

DRAFTING PROCESS

INPUT