

Objectives & Key Results (OKRs)

Have you tried OKRs yet?

OKR stands for Objectives and Key Results. An **Objective** is what you want to achieve, and a **Key Result** is how you plan to measure that you have achieved your Objective.

Objectives:

- Always qualitative and aspirational
- They are something that the organisation or team aims to achieve (not numbers based)

Key Results:

- Always quantitative
- They tell you if you have achieved the objective and are measurable

Example

You usually have 3-5 results per objective. For example,

Objective: Improve fitness in 2021

Results:

1. Run 100k this winter
2. Complete six sporting events in 2021
3. Do Joe Wicks HIT workouts 4x per week

Each OKR will have a 'cadence' (timeframe) - monthly, quarterly, annually etc.

This is the period after which you hope to have achieved the objective.

Establish the review points within that cadence. This is usually weekly, fortnightly, monthly.

This is how often you will update your key results and you will celebrate your successes & address problems that may be hampering your progress.

Learn more

Startup Lab workshop:
[How Google sets goals: OKRs - YouTube video](#)

What Matters: OKR Google playbook -
[Examples & templates](#)

What Matters: OKR Online Course -
[Getting Started With OKRs 101](#)