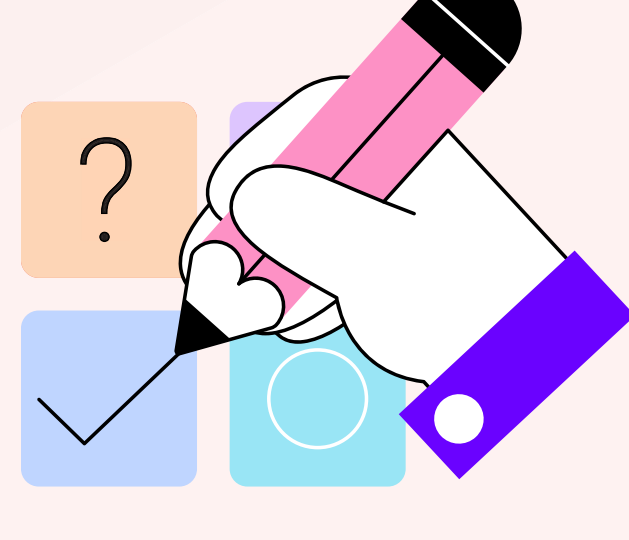


A CHEAT SHEET ON WRITING QUALITY OKRS



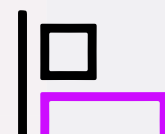
Checklist Before Writing Objectives



What do you want to achieve, and why achieving that is important?



What should you focus on first that adds the most value?



How does your objective(s) align and contribute to the organization?



If others read your objective, will it inform them of their choices and help make those choices?

Best Practices for Writing Objectives

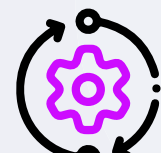
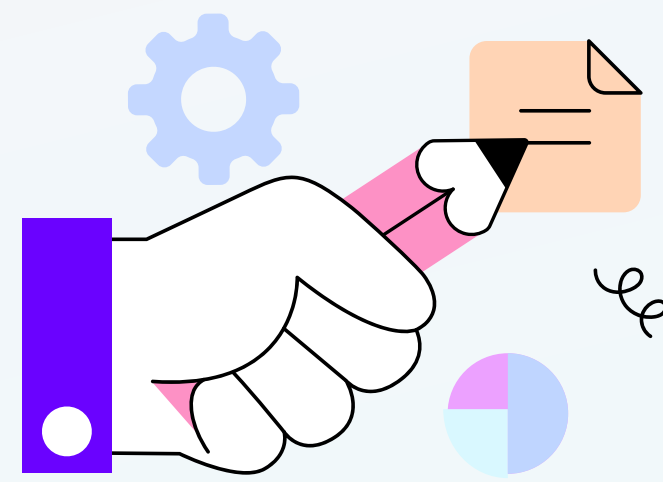
Do's →

- ✓ Your objective(s) should align with the company's mission and vision.
- ✓ The objective should be inspirational.
- ✓ The objective needs to have a clear "Why."
- ✓ Objectives should be clear and concise.
- ✓ Objectives must focus on top priorities.

Don'ts →

- ✗ Your objective(s) need not have numbers.
- ✗ The objective should not be a specific tactic or action.
- ✗ The objective does not focus on measurement.

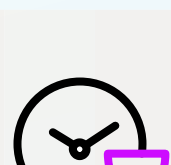
Checklist Before Writing Key Results



If I completed all the actions for a specific objective, what would I produce in the end?



What should my company accomplish in the next quarter to reach the anticipated goal?



How do I track metrics consistently and with accuracy?



Where do I see myself in the next 5 years?

Best Practices for Writing Key Results

Do's →

- ✓ Your key result must have a target attached, especially as number(s).
- ✓ Your key result can begin with a baseline.
- ✓ Key result(s) are trackable over time.
- ✓ Key result(s) should move as – From – To

Don'ts →

- ✗ Key result(s) should be outcome-based and not output-based
- ✗ Your key result should not be an action or a tactic, but it can become tactical as it cascades.