

OBJECTIVES AND KEY RESULTS

“MEASURE WHAT MATTERS”

“Ideas are easy. Execution is everything.”

- **John Doerr**

What is OKR?

- Objectives and key results (OKR) are a goal-setting framework that helps organizations define goals — or objectives — and then track the outcome. The framework is designed to help organizations establish far-reaching goals in days instead of months. An OKR is a popular management strategy that defines objectives and tracks results. It helps create alignment and engagement around measurable goals. OKRs have two important parts: The objective you want to achieve and the key results, which are the way you measure achieving the objective.
- OKR is a concept widely accepted in the digital landscape as well as offline market to inspire and motivate their employees. It answers the major questions:
 - *Where do I want to go?*
 - *How do I pace myself to see if I am getting there?*

How do we implement ?

- OKRs can be a boon or a bane depending upon how they are used in an organization. A golden tip to start with OKR is to align it with your company’s goals and objectives, by doing this you can strategize the results and outcomes for better performance and growth
- One way to introduce OKRs is to have an organization identify three or four objectives it wants to achieve for the entire year. This is usually done at the CEO-level. Once you have chartered your objectives, make sure they are communicated to everyone in the organization. There should be a regular update on the results to maintain transparency amidst the employees. It’s important to identify measurable key results so you can check

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progress toward your objective. As organizations deal with the increasing pace of change, checking progress once per year isn't enough.

If you have the right set of goals and objectives, creating an OKRs is not a tough task. But there are certain things you should adhere to while drafting your OKRs in order to plunge your way to success.

- Focus your OKRs on the efforts and performance rather than results.
- Set up ambitious goals, not a task list.
- Limit the numbers of KRs to keep it simple and easy to remember.
- Keep your OKRs time-bound, you don't want to spend the entire time on a single objective.
- Always keep a check on your progress, avoid "set it - forget" it mindset.
- Don't let your OKR hang in silos - communicate them with your team.

Align your Goals:

- When establishing OKRs, it is important not to lose sight of what's guiding your organization. Therefore, you should align top-line OKRs with your organization's mission, vision, and "north star" values. Where OKRs help define the "what" and the "how," your vision should enforce the "why."

This cascading diagram helps illustrate how a company's vision should be linked to both your annual and quarterly OKRs. It also shows where OKRs fit within the overall strategic planning exercise.

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Conclusion:

To conclude, OKRs are not a magic tablet that gets jobs done. It’s a continuous process of searching for balance with ambition and reality while setting objectives.

In a nutshell, OKRs provide organizational focus to your team and help in drastically improving productivity.