How To Write An Impactful OKR

Objectives and key results (OKRs) are a great way to set goals and also monitor company and team progress. Before you begin using OKRs, there are some things you should keep in mind. First, you need to have a good understanding of what you want to accomplish. These guidelines below will walk you through on how to effectively write an OKR.



- [ ] Start small.

  Even if you start with one objective and a single key result from each person, it's better to start small and build from there than to buckle under the weight of figuring out the perfect set of goals.

- [ ] Make sure that your objectives are in sync with company goals.
- [ ] Encourage your team to think of objectives in terms of overarching themes for accomplishment.
  - [ ] Increasing revenue
  - [ ] Improving morale
  - [ ] Expanding product functionality
- [ ] Take your time crafting your goals.
- [ ] Ensure your goals are SMART.
  - [ ] Specific
  - [ ] Measurable
  - [ ] Attainable
  - [ ] Relevant
  - [ ] Timely
- [ ] Make sure your objectives are clear and easy to understand.
- [ ] Review your goals frequently.

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