



Objectives and Key Results

Checklist for OKR's with impact

Highly effective Objectives

- 1. Describes a desired state or condition in the future
- 2. Is meaningful - the connection to the ultimate goal can be traced back
- 3. Is a real top priority for our team and the organization
- 4. Is inspiring, ambitious or excites us – we really need to do something different
- 5. Is qualitative
- 6. The definition of success is clear
 - a. Committed
 - b. Stretched goal
 - c. Discovery
- 7. Aims on the customer and / or added value
- 8. Language fits well with the culture / organization

Razor sharp Key Results

- 1. There is a limited number (2-5) Key Results per Objective
- 2. Quantitative and measurable
- 3. Focused on result development, no tasks or to-do's
- 4. Contain a from (...) → to (...)
- 5. Accepted by stakeholders
- 6. Realization of all Key Results means success with the Objective
- 7. Are easily verifiable by 1 source of truth
- 8. Key Results contain an element of sustainability