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OBJECTIVE & KEY RESULTS



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Helping people to love their job

OBJECTIVE AND KEY RESULTS (OKR) were created at Intel, have played a pivotal role at Google since 1999 and are incredibly effective!



Objectives are the 3 – 5 most important things we dream of accomplishing soon

- They are within our area of control and describe the desired state as if it were already fulfilled
- They cannot be measured, but can be felt



Maximum 4 Key Results describe what must be achieved to enable each Objective

- They are detailed and measurable
- The more accurate they are, the more valuable the Grading exercise becomes



OKRs are mutually agreed upon and shared

- All-Hands Workshops avoid duplication
- Transparent knowledge-sharing and honest value-ratings are pivotal for any success



Quarterly OKRs

- Are agreed and frozen at the start of the quarter

Yearly OKRs

- May be adjusted at the end of each quarter in the All-Hands Workshop



Individual OKRs

- Describe and employee's current priorities
- Drive the progress

Team / Departmental OKRs

- Clearly communicate team priorities
- Are not just a collection of personal OKRs

Company / Divisional OKRs

- Bring focus to the strategic aspiration of an organisation, ensuring it resonates with all who will fulfil it



OKRs enable swift and effective strategic deployment. We focus on adding true value, not just achieving targets.

