



# 100+ OKR EXAMPLES

A guide covering objectives and key results  
for the most frequent departments and functions





# About OKRs

We often receive the question: **How do I write good objectives and key results?**

To help HR, managers and employees, we made a guide with 100 examples of OKRs covering the biggest functions in organisations such as sales, development, HR and operations. This document includes both general OKRs and OKRs that focus on personal development. You can simply take-over the sentences in this guide, or you can make your own based on what you will read below, mix it up.

Even though we categorised the OKRs according to departments and functions, you don't have to limit yourself to them. If you think an OKR fits your function better, feel free to use it in the best way you think possible.

Before we dive in, let's give you a brief explanation of the difference between an objective and a key result.

**Objective:** An objective discusses **what** you want to achieve.

**Key result:** A key result discusses **how** you will reach an objective. A key result is measurable and often contains a specific metric.

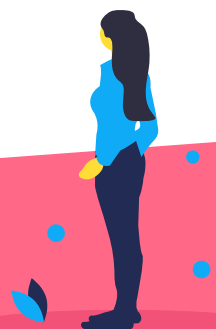
*Sidenote: OKRs are not to do lists. To do lists focus on what you have to achieve on a certain day or during a project, while OKRs look at the bigger picture (strategy, structure and reaching goals).*

OKRs are usually quarterly, but sometimes this is not possible due to deadlines or external factors. In this document we have listed both quarterly and yearly OKRs.

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# ORGANISATION

## GENERAL

### **O: Increase revenue with 25%**

KR: Reduce churn rates by 10% by the end of the year

KR: Get 100 new customers by EOY with average deal size 50k

KR: Reduce the number of leads lost to 20% by the end of the year

### **O: Improve employer brand**

KR: Set-up an employee recognition programme by Q3

KR: Do candidate brand-NPS score and hit at least 60 by EOY

KR: Organise one alumni event every year

### **O: Improve performance management process**

KR: Send-out anonymous surveys and take at least 2 actions by the end of the quarter

KR: Introduce quarterly check-in conversations between manager and employee by Q4

KR: Organise 4 workshops on the importance of agile performance management (how to set OKRs, giving and receiving feedback, the impact of praise,...) by EOY

### **O: Create a uniting culture**

KR: Organise at least 2 team building events by EOY

KR: Achieve avg of 90% participation in both team building events

KR: Facilitate 3 feedback conversations between manager and employee by EOY



# IT & ENGINEERING

## GENERAL

### **O: Improve testing procedures**

KR: Bring unit test coverage to 80% by EOY

KR: Find at least 50 bugs and open issues in old code by the end of every quarter

KR: Decrease bug fix time by 50% by EOY

### **O: Increase data security procedures**

KR: Conduct at least 4 external penetration tests by the end of each quarter

KR: Guarantee data recovery of 100% by Q4

KR: Decrease occurrence of data breach to zero by EOY

### **O: Increase release quality**

KR: No more than 2 priority bugs found in production by Q3

KR: Increase test coverage by 20% by Q3

KR: Reduce number of customer reported bugs by 20% by Q3



# BACK-END ENGINEER

## GENERAL

### **O: Stay up to date with new technologies**

KR: Make business case for buying stackoverflow Q&A suite by Q3

KR: Set up 2 teams to explore alternative development techniques by Q3

KR: Go to at least one engineering convention by EOY

### **O: Increase SQL knowledge**

KR: Have 5 meetings with each database engineer by the end of Q1

KR: Have 1 dedicated day each quarter to do query performance testing

KR: Write 3 SQL related blog posts by end of the month

### **O: Increase code quality in the codebase**

KR: Read a book about code patterns by EOY

KR: Select 3 different code patterns and implement if possible by EOY

KR: Install and configure a code analyzer by EOY

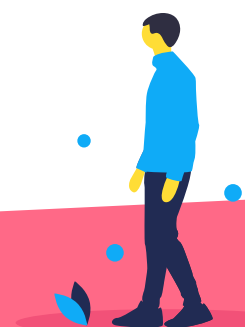
## PERSONAL DEVELOPMENT

### **O: work on problem solving skills**

KR: Use 5 whys framework to clearly define a problem by end of this month

KR: Generate problem solutions before handling an issue

KR: Review and evaluate the solution



# FRONT-END ENGINEER

## GENERAL

### **O: Continuously improve Javascript skills**

KR: Take an advanced Javascript course by EOY

KR: Find at least 50 bugs and open issues in old code every quarter

KR: Decrease bug fix time by 50% by EOY

### **O: Increase responsive and mobile design**

KR: Test all marketing pages on mobile by end of this month

KR: Find no more than 3 bugs in production by end of this month

KR: Minimise HTTP requests by end of this month

### **O: Increase website speed**

KR: Run a speed test on at least 90% of landing pages by end of Q3

KR: Check image sizes by end of this month

KR: Reduce number of bounced website visitors by 5% by end of Q3

## PERSONAL DEVELOPMENT

### **O: Become a better public speaker**

KR: Take the lead in the next team meeting

KR: Follow a training sessions about public speaking by end of Q1

KR: Prepare and present a presentation about your field of knowledge and invite everyone to attend it by Q2



**Objectives are ambitious,  
and should feel somewhat  
uncomfortable.**

Rick Klau - Understanding Stretch Goals

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# MARKETING

## GENERAL

### **O: Increase metrics**

KR: Achieve an increase of 10% in inbound leads by end of the year

KR: Increase demo requests by 20% by end of the year

KR: Increase landing page conversion by 10% by end of the year

### **O: Increase brand recognition**

KR: Receive media attention from 3 different media companies by Q3

KR: Be present at 5 events where you represent your organisation in Q1

KR: Publish articles on at least 6 industry websites to expand our thought leadership in Q2

### **O: Increase newsletter popularity**

KR: Gain 1000 new subscribers in Q2

KR: Find 3 new ways to promote the newsletter in Q1

KR: Ask feedback from 5 colleagues on how to improve the current newsletter's quality and appeal in Q4

## PERSONAL DEVELOPMENT

### **O: Make giving and receiving feedback part of our culture**

KR: Attend a training session on how to give and receive effective feedback to team members before Q2

KR: Give at least 1 praise to each team member every week of Q1

KR: Ask feedback from at least 5 team members this month



# CONTENT MARKETING

## GENERAL

### **O: Improve blog strategy**

KR: Publish 10 new blog posts in Q1

KR: Conduct 5 interviews with field experts for the blog in Q2

KR: Increase amount of social channel subscribers with 10% before end of the year

### **O: Improve our content and its distribution**

KR: Implement 2 new channels to post content on by end of the year

KR: Make a content marketing plan for each quarter, aim to achieve at least 80% of that plan by end of the year

KR: Create a brand book for our content in Q2

### **O: Revamp old content**

KR: Ask 5 employees to critically go through an outdated piece of content and give their opinion before 22 July

KR: Make sure all older content has the same layout as latest content by Q2

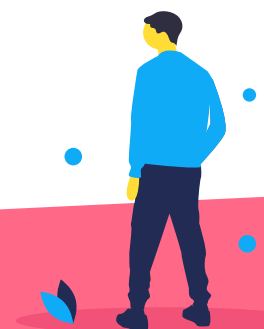
KR: Edit 5 pieces of content that have been written more than 3 years ago in Q1

### **O: Increase focus on social media**

KR: Respond to 100 incoming Facebook/Instagram/LinkedIn messages within 4 hours in Q2

KR: Have an account on Facebook, Instagram and LinkedIn and post content on these sites at least twice a week in Q2

KR: Increase amount of social media followers by 10% in H2.



# TECHNICAL MARKETING

## GENERAL

### O: Improve SEO ranking for a certain keyword

KR: Make sure 3 pieces of content are ranked at top of 3 search engines in Q2

KR: Update 5 old blogs for SEO purposes in Q1

KR: Optimise images from 3 pieces of content for SEO purposes in Q4

### O: Improve downloads (leads)

KR: Set-up a retargeting strategy by end of the year

KR: Distribute content on 3 new channels by Q4

KR: Explore 3 offline channels to generate leads in Q3

### O: Improve number of MQLs

KR: Have 5 meetings with the content marketing team and discuss how to create high quality content in Q2

KR: Improve the content distribution on social channels with 10 posts per week by Q4

KR: Update all employees' email signatures with content by 1 August

### O: Increase the amount of demo requests

KR: Make 2 different versions of the demo landing page and test which one leads to the most downloads by Q4

KR: Make a new design of the demo page by Q1

KR: Make the demo landing page in 3 different languages by Q2

### NEW OBJECTIVE

Name: Create new workflow

Due date: 25 May 2020	Category: Choose category	Linked team: Management	Parent objective: Select parent objective
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+ Add a key result

Relevant Skills

Design thinking Communication

Cancel Save changes

# SALES

## GENERAL

### **O: Increase revenue**

KR: Create at least a 30% lead increase by the end of Q2.

KR: Increase average deal size to xx by end of the year

KR: Increase demo calls by 30% per person by the end of Q4

### **O: Improve outbound leads**

KR: Go to at least 2 events this month

KR: Create 3 meetings per event in Q1

KR: Achieve at least 1000 calls per SDR this month

### **O: Increase the quality of our sales approach**

KR: Follow-up at least 60% of website downloads within 24 hours by Q2

KR: Have at least one coaching session with every team member by 1 October

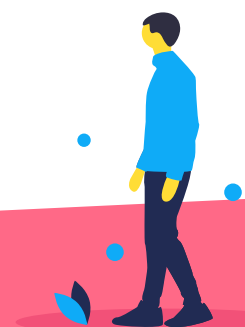
KR: Create a document with frequently asked questions during a demo or call by Q4

## PERSONAL DEVELOPMENT

### **O: Increase time management skills**

KR: Make 5 folders in your mailbox and organise it before Q2

KR: Arrange 10 follow-up emails and calls before 22 August



# SDR

## GENERAL

### **O: Increase customer retention**

KR: Ask at least 5 customers for sales feedback by the end of this month

KR: Resolve questions from leads within 48 hours by 1 June

KR: Give leads individual and personal solutions to their problems by the end of this month

### **O: Build better relationship with prospects**

KR: Send 100 leads personalised messages by end of this month

KR: Adapt to leads busy schedules when planning a call by 1 September

KR: Ask leads in advance what their expectations are and how you can be a help by 1 September

### **O: Increase SQLs**

KR: Increase amount of SQL to 400 in Q2

KR: Increase discovery calls with MQLs by 5% in H2

KR: Increase demo requests from xx% to xx% by end of the year

### **O: Make sure new team members are on-boarded properly**

KR: Call 5 leads while new SDRs are listening and taking notes by end of this month

KR: Listen to at least 50 new SDR calls by end of this month

KR: Organise a team meeting where all steps of the sales plan are clarified by end of this month



# ACCOUNT EXECUTIVE

## GENERAL

### **O: Improve pipeline velocity**

KR: Average deal size to 60k by end of H1

KR: Average closing time of 40 days in H1

KR: Add 20 deals by end of H1

### **O: Fuel growth by hitting sales targets**

KR: Close 400k in software in H1

KR: Close 200k in consulting in H1

KR: Have H2 pipeline of 4 million by the end of H1 in coop with 2 sales associates

### **O: Find alternative ways to build pipeline**

KR: Get 10 deals in pipeline coming from events by the end of H1

KR: Get 10 deals in pipeline coming from personal network and referrals by the end of H1

### **O: Increase international reach**

KR: Close 20 new international deals by end of H2

KR: Expand sales to 5 new countries by 30 April

KR: Make sure website is available in at least 3 different languages by the end of H2



**“We set ourselves goals  
we know we can’t reach yet,  
because we know that  
by stretching to meet them  
we can get further  
than we expected.”**

Google - Understanding Stretch Goals

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# FINANCE

## GENERAL

### **O: Improve annual budgeting method**

KR: Receive budget proposals by 1 November

KR: Finalise budget by the end of H2

KR: Reduce unnecessary expenses by 70% by end of H2

### **O: Make bookkeeping more efficient**

KR: Invest in two new tools by end of H2

KR: Make a bookkeeping report and present this to the team this month

KR: Set up a bookkeeping strategy by end of H1.

### **O: Raise new capital**

KR: Reach out to 50 Venture Capitalists by phone and email before 1 December

KR: Establish meetings with at least 25 Venture Capitalists before Q1

KR: Receive an investment of xx by H1

## PERSONAL DEVELOPMENT

### **O: Stop the habit of procrastinating**

KR: Make a list of all your tasks and complete a task before starting a new one every day for one week

KR: Ignore 10 Whatsapp messages/calls this week

KR: Make a to-do list every day this month





# HUMAN RESOURCES

## GENERAL

### **O: Improve employee engagement and job satisfaction**

KR: Organise monthly lunch meetings where interesting speakers share their thoughts by H1

KR: Interview 60% of employees about our work culture and how we could improve it by H2

KR: Set-up and distribute a monthly survey by H2 to discover how engaged and satisfied employees are

### **O: Organise a large campaign to recruit new employees (engineers/marketeters/...)**

KR: Be present at 5 University “Career Days” by in H2

KR: Host an open career day at your organisation with at least 50 attendees by EOY

KR: Redesign the jobs website section by EOY

### **O: Organise team building activities for the entire organisation**

KR: Invite all employees one week in the headquarters this year

KR: Organise a sports day where at least 85% of all employees join by EOY

KR: Each team should do a self-organised team building by EOY

## PERSONAL DEVELOPMENT

### **O: Communicate more openly**

KR: Discuss 10 matters face to face (instead of through mail/phone/...) by the end of this month

KR: Ask 5 open end questions to the person you are talking to

KR: Clear your agenda for at least 15 minutes every day to have a detailed conversation with an employee this month



# OPERATIONS & FACILITIES

## GENERAL

### **O: Make the office a fun place to work**

KR: Gather feedback from 35% of employees on current office space by the end of H1

KR: Upgrade office with 4 kinds of ergonomic equipment in H2

KR: Organise a day where all employees can bring their dogs to work by EOY

### **O: Support and ensure diverse teams**

KR: Increase the amount of female employees by 60% by EOY

KR: Make 2 recruiters aware of the dangers of unconscious bias by the end of this month

KR: Set goals for Q3 to improve teams by 1 September

### **O: Manage internal documents better**

KR: Choose one common platform that everyone uses to share documents in H2

KR: Make sure all employees know where to find shared documents by 31 October

KR: Make a distinction between confidential and shared documents by end of Q3

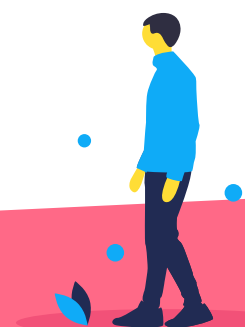
## PERSONAL DEVELOPMENT

### **O: Improve overall relationship with coworkers**

KR: Talk to at least 2 coworkers you haven't spoken to in more than a week by the end of this month

KR: Become a buddy for at least 4 new employees by EOY

KR: Openly compliment 10 coworkers for the work they've done by end of this month



# CUSTOMER SERVICES

## GENERAL

### **O: Research and improve customer satisfaction**

KR: Conduct 5 interviews with our best customers by 1 November

KR: Make an action plan of 10 improvements that should be done in the next quarter by the start of next quarter

KR: Reduce churn to less than 7% by EOY

### **O: Delight customers**

KR: Achieve NPS score of at least 9 from customers by EOY

KR: Reach 80% daily product users by Q3

KR: Hold 1 webinar to introduce current customers to product updates in Q1

### **O: Explore new customer satisfaction best practices**

KR: Go to at least two customer success roundtable events this quarter

KR: Ask at least 20 clients for feedback in Q2

KR: Interview 5 top customers about their experiences before Q3

## PERSONAL DEVELOPMENT

### **O: Actively work on personal development**

KR: Read something educational every day this month

KR: Organise a “First Wednesday of the Month” where employees can share their knowledge about a certain topic by H2

KR: Gain 5 new skills by Q3



# CUSTOMER SUPPORT

## GENERAL

### O: Increase satisfaction of the support team's work

KR: Decrease complaints by 50% by Q2

KR: Improve amount of compliments by 80% by 1 September

KR: Increase end-user satisfaction rating to 9 by EOY

### O: Opt for better technological infrastructure to increase productivity

KR: Offer customers 24/7 online support by 31 October

KR: Increase data processing speed with 70% in H2

KR: Analyse reports 3x faster by implementing the right technology by H2

### O: Boost customer support experience

KR: 85% of all customers rate support >9 by EOY

KR: Support team resolves important issues within 2 hours in Q2

KR: Get 10 positive social media mentions about the quality of customer support this month

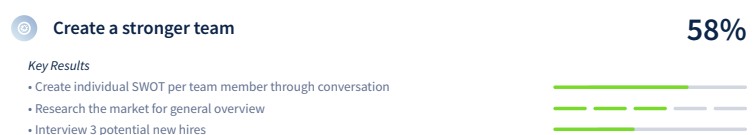
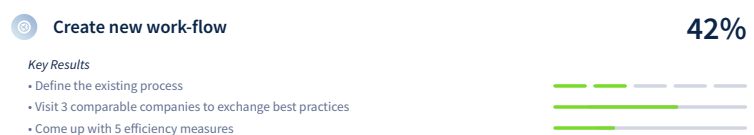
### O: Increase support quality

KR: Personally reach out to at least 80% of users after a downtime by Q2

KR: Make response time to user-flagged errors 25% by end of Q3

KR: Reduce customer support time to less than 5 minutes by EOY

## OBJECTIVES - OVERVIEW



# CUSTOMER SUCCES

## GENERAL

### **O: Renew customer onboarding process**

KR: Onboarding time from 3 months to 2 months by EOY

KR: Documented new approach by end of Q1

KR: Templates of documented approach in automatically generated templates in notion by end of Q2

### **O: Reduce customer churn**

KR: Analyse churn and make a list of 5 reasons why customers churn. Use this to prevent other customers from churning by the end of the year.

KR: Communicate 10 matters proactively towards customers by the end of this month.

KR: Retain 95% of existing customers by the end of the year.

### **O: Improve follow-up**

KR: Ask feedback from 30 customers on quality of follow-up by 1 September.

KR: Call 15 clients one week after sale to check if everything is going well by Q1

KR: Plan 2 fixed weeks dedicated to follow-up in Q3

### **O: Increase speed of answering customers**

KR: Provide customers with an answer within 2 hours by end of H1

KR: Make a FAQ and distribute this to all customers by end of H1

KR: Sent-up automatic response emails so customers know that you are processing their question by end of this month



**“An objective is  
your destination;  
a Key Result is  
your meter; and,  
Initiative will help you  
reach that place.”**

Luís Gonçalves

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# DESIGN

## GENERAL

### **O: Launch new website**

KR: Ask 20 externals to test the existing website and detect current issues by the end of this month

KR: Ask input from 15 coworkers before designing the new website by the end of this month

KR: Test the new website on at least 40 externals before going live at the start Q3

### **O: Support marketing and sales with design deliverables**

KR: Make 4 presentation templates by 1 September.

KR: Redesign 1 existing content piece that needs to be improved by the end of each month

KR: Design 5 infographics sales can use during meetings with prospects by the end of Q3

### **O: Create a design that is easily recognisable**

KR: Increase budget for design software by 5% by 1 December

KR: Choose three distinctive colours that appear in each design by the end of this month

KR: Make sure you have a design team within your organisation and select a Chief Designer to manage the team by EOY

## PERSONAL DEVELOPMENT

### **O: Learn how to manage stress**

KR: Follow one after work yoga course each week in Q2

KR: Make a to do list every day this month and check the boxes of the work you've finished

KR: Go to at least one stress management training by EOY



# PRODUCT MANAGEMENT

## GENERAL

### **O: Make the new product launch a success**

KR: Have 30 phone interviews with end-users one month after the new product is launched by EOY

KR: Organise one webinar for existing and churned customers on the philosophy of the new product and give a product demo by 22 October

KR: Hold 3 training sessions with the sales and customer success teams by Q2

### **O: Increase amount of user testing of our product**

KR: Hold at least 30 real-life user testing interviews by Q3

KR: Clearly document 15 user testing interviews in one document by 1 September

KR: Every product manager should be at 5 real-life user testing interviews by the end of Q2

### **O: Create new features by the end of Q2**

KR: Conduct 25 customer interviews for most desirable features by 31 October

KR: Hold one product meeting on the new features this month

KR: Finalise two new features by the end of Q2

## PERSONAL DEVELOPMENT

### **O: Improve team collaboration**

KR: Organise 2 team brainstorming sessions by the end of this month

KR: Organise one team dinner in Q1

KR: Make sure all team members are being heard. Organise 2 one-on-ones this quarter





# LEGAL

## GENERAL

### **O: Prepare for internationalisation to Spain**

KR: Create local entity by 1 September

KR: Revise contracts by 1 August

KR: Give a board presentation on 2 July with a concrete action plan and risks

### **O: Facilitate easier contracting for sales**

KR: Time spent in “contracting & negotiation phase” from 25 days to 20 days by end of the quarter

KR: Make contract more concise and refer to general Terms & Conditions by end of the quarter

KR: Give training to all salespeople to make them more effective on 22 July

KR: Confirm reduced legal work by asking sales (short questionnaire) before Q3

### **O: Integrate ACME (our new acquisition) into our legal processes**

KR: Revise default contract templates by end of July

KR: Update their employment contracts to our standards by end of August

KR: All communications started for updating contracts with top 20 customers by Q3

### **O: Set up default legal due dil practise for acquisitions**

KR: First version of default legal due dil process presented to new M&A team by end of March

KR: Final version presented to board by end of June

### **O: Update current fiscal structures**

KR: Revise all ITP agreements by end of March

KR: Find 3 tax-related optimisations by end of April



# PURCHASING & PROCUREMENT

## GENERAL

### **O: Set up default procurement process for SaaS purchases**

KR: First version of default process on paper by end of March

KR: Final version presented to all parties involved by end of June

### **O: Maintain internal purchasing satisfaction**

KR: Internal NPS of minimum 65 1 year after buying solution for entire period of objective

KR: Gather monthly feedback on procurement process until the end of the year

### **O: Provide meaningful bottom-line impact**

KR: Save 100k EUR on software purchasing budget by end of H1

KR: Keep internal NPS at minimum 65 for all software bought in 2018 for H1

### **O: Improve general finance skills**

KR: Organise procurement value presentation for sales team by end of the year

KR: Take Harvard online training on finance by end of the year

KR: Onboard 2 new juniors by end of the year

KR: Create short presentation on other indirect financial impact we could have for procurement management meeting of 2 July

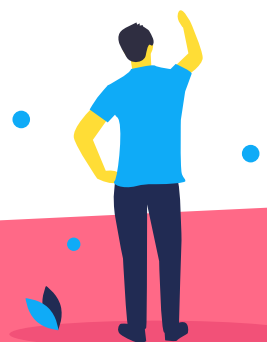
## PERSONAL DEVELOPMENT

### **O: Improve meeting efficiency**

KR: Set-up a meeting structure before each meeting

KR: Make sure all team members have shared their opinion during the meeting.

KR: Send out meeting notes after each meeting together with actions to be taken



# PROJECT MANAGEMENT

## GENERAL

### O: Successfully facilitate project X

KR: Deliver updated Gantt chart by Q2

KR: Gather monthly feedback on personal functioning this year

KR: Reduce non-mitigated risks to 2 by end of March

### O: Delivery of project Y

KR: Final delivery of project on 10 July

KR: Impact of project should be 5% reduced churn (vs budget) by end of the year

KR: Engagement of project members + 80% by end of the year

### O: Improve budget planning

KR: Organise 3 budget meetings in Q1

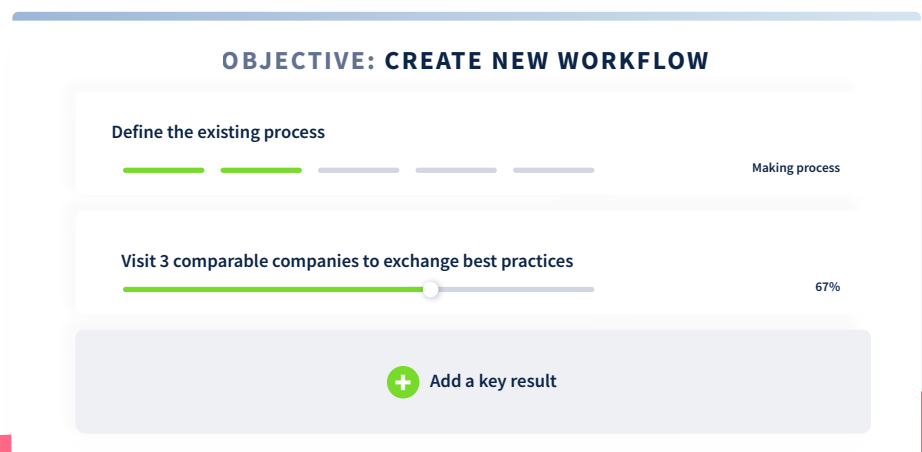
KR: Overlook budget with 2 team members by 1 September

## PERSONAL DEVELOPMENT

### O: Improve change management skills

KR: Follow ADKAR certification by end of the year

KR: Get coaching from Dirk (our local change management expert) every month until end of the year



**“Organisations with  
high level of clarity  
around their goals  
are 4x more likely to  
score in the top quartile  
of their industry.”**

Josh Bersin



# STRATEGY

## GENERAL

### **O: Become market leader in our domain**

KR: 32% market penetration in EMEA market by end of the year

KR: Top line growth in EMEA of 12% for this year

### **O: Set up innovation practise**

KR: Assemble multi-functional innovation team by end of Q1

KR: 3 projects board-approved to continue outside of the innovation team by end of the year

KR: Documented innovation delivery process by end of Q2

KR: 5 documented ideas per month until end of the year

### **O: Increase sustainability and climate impact**

KR: Reduce use of plastic by 5% by end of the year

KR: CO2 neutral transport by end of the year

KR: Update incentive schemes for all directors by end of Q1

### **O: Committed pipeline to enable H1 growth**

KR: 10 million in committed pipeline by end of Q1

KR: 2 million in committed pipeline in new territory by end of Q1

### **O: Find adjacent market to fuel growth**

KR: Finish strategic study by end of Q1

KR: Do 3 distinctly different market proposals with most growth potential on board meeting of 4 April

KR: Come with 5 m&a propositions by end of H1

### **O: Move to cloud offering**

KR: Set up customer success team and have dedicated success managers for top 100 customers by end of the year

KR: Set up product management team by end of Q1

KR: Move 10% of customers to cloud edition by end of the year



# COMMUNICATION

## GENERAL

### **O: Become internationally recognised**

KR: Obtain 7 mentions in international newspapers by end of the year

KR: Attend 5 international conventions in Q3

KR: Target ads to 50 different countries before 21 September

### **O: Increase reach of social media channels**

KR: Obtain +1000 likes on a new LinkedIn post in Q2

KR: Obtain a 30% increase in social media followers before Q4

KR: Post 5 pieces of content on social media this month with +300k views each

### **O: Have a crisis communication plan in place**

KR: Analyse 5 best practices of organisations who have dealt with a crisis successfully before 31 October

KR: Indicate 7 potential risks when using the crisis communication plan before 22 November

KR: Create 10 guidelines on how to use social media in the event of a crisis in Q2

## PERSONAL DEVELOPMENT

### **O: Increase own social media connections**

KR: Add 10 thought leaders on LinkedIn this month

KR: Make an account on one new social media platform before the end of March

KR: Join 5 groups on LinkedIn and comment on at least 15 posts published by members of these groups in Q2



# PR & MEDIA

## GENERAL

### **O: Create more awareness for next campaign**

KR: Make an action plan for the next campaign before 23 September

KR: Distribute a video on social media to get people excited about the upcoming campaign in Q2

KR: Organise a giveaway where winner receives product for free during 1 year and promotes it through his/her own social media accounts in Q2

### **O: Improve quality and quantity of media mentions**

KR: Increase amount of media mentions by 5% by 15 October.

KR: Get a publication/mention in 5 high-quality media in H2

KR: Acquire a two-page interview about your organisation in a popular newsletter/magazine in H2

### **O: Build stronger relationship with newspaper X**

KR: Conduct research and choose a newspaper with more than 1.000.000 subscribers before 31 October

KR: Invite newspaper X to your event in Q3

KR: Send the newspaper your 3 best pieces of content in Q2

### **O: Reach 70% of the industry by the end of Q4**

KR: Run 4 PR campaigns in H2

KR: Receive a publication in 5 industry specific magazines in H1



# BONUS: LEADERSHIP

## GENERAL

### **O: Improve presentation skills to make things more engaging for employees**

KR: Follow an online training session on presentation skills before 1 November

KR: Ask feedback from your team members about current presentation skills by 1 September

KR: Give a presentation by the end of Q2 and ask at least 3 interactive questions during this presentation

### **O: Implement regular use and follow-up of OKRs**

KR: Set quarterly OKRs together with the team by the end of the year

KR: Follow-up OKRs during every check-in conversation by EOY

### **O: Become a better leader**

KR: Follow 1 leadership training by the end of Q2

KR: Attend at least one leadership conference by EOY

KR: Have at least four 30-min conversations about personal development by the end of the year

## PERSONAL DEVELOPMENT

### **O: Build your network**

KR: Gain 200 qualitative LinkedIn connections by 1 September.

KR: Go to 2 leadership roundtables in Q2

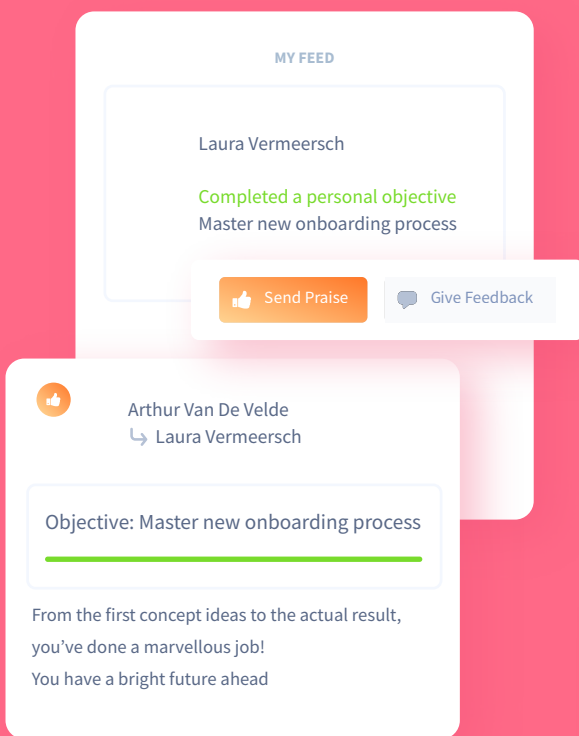
KR: Talk to 15 people on the next event you will attend this year







# How do you follow up OKRs?



Now that you have set your OKRs it's time to follow them up. Set personal, team and organisational objectives with intuo's OKR module.

Easily translate your company's strategy into transparent objectives & align them with your people's goals.



Watch intuo's OKR feature

