

# Objectives & Keys Results (OKRs)

**An Objective** is a goal that provides clarity on your intent and direction.

- Are aspirational and inspirational
- Are qualitative and achievable
- Communicate intent and direction
- Aim for 3-5 objectives
- Consider lenses of: growth, innovation, customer, people and operational excellence

**Key Results** is an outcome by which success is measured.

- Are quantitative and measure outcomes
- Represent “best possible results”, are 60-90% attainable
- Are not tasks or a to-do list
- Can represent a baseline measure when starting out
- Include 4-6 key results per objective