YOUR COMPANY NAME

Objectives and key results (OKRs)

State your objectives below. Here’s guidance on drafting solid objectives:

***Poorly-defined objective:*** *Reaching $50M in 2019.*

***Well-defined objective:*** *Increase revenue by >30% YoY to hit $50M in 2019.*

**Your company**

Top 3 objectives over the next 12-18 months

1.
2.

**Your department or team**

Top 3 objectives over the next 12-18 months

1.
2.

**State your key results.** Your key results are essentially your goals and should show *how* you plan to make progress toward your objectives. Key results should be defined using short timeframes for completion. This will allow you to remain agile as your priorities shift throughout the year.

***Poorly-defined key result:*** *All account executives meet quota*

***Well-defined key result:*** *All account executives meet ≥ $80K/month quota*

**Your company**

Primary key results over next 3-6 months

1.
2.

**Your department or team**

Primary key results over next 3-6 months

1.
2.