

OKR Examples

Feel free to jump to any specific section.

1. [By Role](#)

- a. [CEO OKRs](#)
- b. [CSO OKRs](#)
- c. [COO OKRs](#)
- d. [CoS OKRs](#)
- e. [CPO OKRs](#)
- f. [CTO OKRs](#)
- g. [CMO OKRs](#)
- h. [D&I OKRs](#)

2. [Startups](#)

3. [Company Goals](#)

- a. [Marketing](#)
- b. [Sales](#)
- c. [Design](#)
- d. [Product](#)
- e. [SEO](#)
- f. [Human Resources](#)
- g. [Finance](#)
- h. [Operations](#)
- i. [Customer service](#)
- j. [Technical success](#)
- k. [Software Engineering](#)

By Role

CEO

Objective: **Amass huge SaaS (metrics)**

Achieve top percentile SaaS metrics.

KR: Hit 18% MoM growth

KR: Gross margin to 90%

KR: Monthly logo churn below 1%

KR: Net MRR churn to -5%

Objective: **Serving others: Sales team edition**

Executive presence always helps sales teams, and also - being close to customers and prospects is important.

KR: Attend 100 sales calls

KR: Send 300 sales emails

KR: Visit 20 prospects on site

CSO

OBJECTIVE: Target and secure the unrecognized buyer persona market

We can't adjust for what we don't know.

KEY RESULT 1

Validate a problem hypothesis

KEY RESULT 2

Validate a solution hypothesis

KEY RESULT 3

Test 3 pricing/packaging/channel options for segments

COO

OBJECTIVE

Reduce, Reuse, Recycle, but make it operations

Optimize processes that keep the wheel turning.

KEY RESULT 1

Cut procure-to-pay cycle time in half

KEY RESULT 2

Pay 50% of invoices in 10 days for 2% discount

KEY RESULT 3

Add new vendors in 3 business days

CoS

OBJECTIVE

Gold medal performances across the board

OKRs are a benchmark. Set the bar higher.

KEY RESULT 1

The Leadership team's average OKR progress $\geq 70\%$

KEY RESULT 2

The Principal's OKR progress $\geq 70\%$

KEY RESULT 3

OKRs progress across the organization $\geq 70\%$

CPO

OBJECTIVE

Create a forest of opportunity from the seeds of trials

Trials are a make or break experience.

KEY RESULT 1

70% of trials complete their public profile during sign up

KEY RESULT 2

50% of trials invite a friend within 5 days

KEY RESULT 3

Increase the activation metric by 5%

CTO

OBJECTIVE

Be there for our customers 24/7

Prioritize and align the technologies that provide the greatest impact.

KEY RESULT 1

Top 10 web assets get 60% mobile/tablet visitors

KEY RESULT 2

50% of top 10,000 transactions are from iPhone native app

KEY RESULT 3

Expose 20 core transactions as restful APIs

CMO

OBJECTIVE

Gain the world's trust

Drive results through creative and content strategy.

KEY RESULT 1

Reach 100,000 cumulative unpaid website visits

KEY RESULT 2

Increase marketing-generated leads from \$500,000 to \$2M of pipeline

KEY RESULT 3

Increase average G2 review from 4.6 to 4.8

D&I

OBJECTIVE

D&I is the marble that we etch our progress on

D&I is not a side project, it's a core value.

KEY RESULT 1

Capture new customer segments and markets with employees mirroring target audience

KEY RESULT 2

Become a top SaaS employer

Startups

Objective: **From Startup to Scaleup, make the transition, show the market**

KR: 10-fold our customer base growth

KR: 2 new MVPs introduction

KR: Company valuation to increase at least 500%

KR: At least 1 Private Equity Fund to commit on an investment

Objective: **Make Series A look like child's play**

To accelerate our growth, we need to raise the next round of capital.

KR: Build a list of 100 VCs to target

KR: Get 20 second meetings

KR: Receive 5 term sheets

KR: Close the minimum of \$9m investment

Company Goals

Objective: **Make company profitable**

KR: Increase monthly recurring revenue by 10%

KR: Sustain 98% of the clients through annual subscription renewal

KR: Develop a new competitive tiered structure

Objective: **Our company is rated as #1 workplace**

KR: Improve the NPS score to 90+

KR: Maintain the retention of employees

KR: Strengthen our brand image in local tech community

Objective: **Improve the development process**

KR: Improve the quality assurance standard

KR: Transfer front end development to best version available

KR: Reduce current process from 15 steps to 10 steps

Marketing

Objective: **Increase inbound marketing leads**

KR: 20% increase of demo requests via PPC landing pages
KR: 10% boost in conversions from webinar attendees
KR: 2x eBook downloads over last month

Objective: **Drive more traffic to product landing page**

KR: Double visitors to marketing website via organic search
KR: 20% click-through to landing page via newsletter
KR: 5% increase in time spent on landing page

Objective: **Improve blog content quality**

KR: 25% increase in blog subscribers
KR: 20% increase in time spent on page
KR: 10% increase in blog content shares on average

Objective: **Improve email marketing efforts**

KR: 2x webinar registrants through email invitation
KR: 25% increase in e-book download via email click-through
KR: 10% increase in demo requests referred to email content

Objective: **Create weekly newsletters for marketing leads**

KR: 40% click through rate on average for every newsletter
KR: 20% of newsletter readers convert to demo requests
KR: 10% customer conversion rates for newsletter referred demo requests

Objective: **Increase social media reach**

KR: Double social media reach from last quarter
KR: 40% increase in Quora answer reads
KR: 10% increase in blog reads via social media shares

Sales

Objective: **Increase recurring revenue by 10% from last quarter**

KR: Increase sales qualified leads by 5%
KR: Lead to close rate increases by 2.5%
KR: Target of \$300,000 new sales

Objective: **Dominate sales like a rock star**

KR: Increase upsell revenue by 5%

KR: Be a demo champion (100 demos/month)

KR: Close \$75k in new sales

KR: Define sales-success customer journey map process using new personas

Design

Objective: **Flawless sign-up flow**

To increase the revenue, we need to make trial sign up frictionless - all of our customers come from trials.

KR: Reduce the number of steps to sign up for trial

KR: Increase the percentage of completed sign ups

KR: Reduce number of inputs during the trial

Objective: **Captivate and capture visitors with the new website**

We need to launch our new and improved website and make sure the design grabs the user's attention and users spend the necessary time on it.

KR: Average Session Duration > 1 min

KR: Bounce Rate < 40%

KR: Cart Abandonment Rate < 60%

Product

Objective: **Improve overall product usability**

KR: Release 2 product updates that improve core feature adoption by 5%

KR: X-feature retention increases to over 50%

Objective: **Improve first user experience**

KR: Identify and implement core metrics that measure new user success

KR: Run 3 user studies focused on first user experience

KR: Improve desirable outcome rates by 50%

SEO

Objective: **Optimize SEO ranking for focus keyword X**

KR: Long-form content with focus keyword X ranked on the first page of Google
KR: 2x reads on SEO content compared to last quarter
KR: 2x backlinking of SEO content on external sites compared to last quarter

Objective: **Outrank Competitors for keyword Y**

KR: Webinar featuring keyword Y ranks above competitor video on Youtube
KR: Content with keyword Y ranked on the first page of Google
KR: eBook featuring keyword Y downloaded 100x in the first week

Objective: **Begin to rank for product feature Z**

KR: Shares of content about feature Z double compared to last month
KR: Publish feature Z content on Forbes (and other high SEO quality sites)
KR: Reach #10 on the first page of Google for feature Z

Human Resources

Objective: **Successfully implement OKR methodology**

KR: 100% participation in OKR implementation training
KR: 70%+ positive employee feedback after 3 months of implementation
KR: Shorten OKR training process for new hires by 1 week

Objective: **Improve employee engagement**

KR: Increase employee satisfaction by 20% as reflected in quarterly engagement survey
KR: Implement 20% additional employee engagement activities
KR: Managers double positive feedback received from employees

Objective: **Improve employee retention**

KR: Reduce voluntary employee termination by 20%
KR: Conduct exit interviews with 100% of voluntary termination employees
KR: Identify 10% of at risk employees during performance review process

Objective: **Improve recruiting process**

KR: Reduce average time to fill job vacancy by 7 days
KR: Increase competency interview questions by 10%
KR: Decrease cost per hire by 10%

Objective: **Improve salary competitiveness**

KR: Have clear salary levels for 70% of employees

KR: Use of 3 additional industry salary reports for comparison

KR: 70% of employees have salaries on par with industry rates

Objective: **Demonstrate work-life balance**

KR: Achieve 100% participation in company organized activities

KR: Increase health days taken by 10% as documented

KR: Increase corporate social responsibility initiatives to once a quarter

Finance

Objective: **Finish raising new round capital requirements**

KR: Shortlist and reach out to VCs and get at least 60 first-round meetings

KR: Get at least 8 second-round meetings

KR: Raise 1M at the end of the quarter

Operations

Objective: **Become a data-driven company**

KR: Have 20 most important KPIs available in real-time to stakeholders

KR: Adopt OKRs

KR: Train 1 person from each division on Tableau

Customer Service

Objective: **Create a world class customer support experience**

KR: CSAT > 98%

KR: First response time < 4 hours

KR: Average Time to Resolve down 15%

Objective: **Build a happy motivated team**

KR: Team Satisfaction > 98%

KR: > 80% of team achieve > 93% monitoring score

KR: Number of Product Reviews > 50

Objective: **Reduce ticket volume to an all time low**

KR: Increase knowledge base traffic by 20%

KR: Deliver 2 best practice webinars every month

Technical Success

Objective: **The Technical Success service is exceptional**

Support customers every step of the way.

KR: 100% retention of technical success accounts

KR: Every account has configurable reporting custom to their needs

KR: Increase daily active user count for all our accounts

Software Engineering

Objective: **Improve the quality of the development process**

KR: Assess development tools being used

KR: Reduce the customers reported bugs by 25%

KR: Increase the mandatory educational process to 1 week in a quarter

Objective: **Improve the quality of product release**

KR: Reduce bugs found during the developmental process by 20%

KR: Improve unit testing coverage from 50% to 70%

KR: Increase sprint capacity from 85 to 100 SP

Objective: **Improve speed of feature releases**

KR: Increase length of QA testing phase before entering user testing phase by 2 weeks

KR: Reduce reported bugs by 50% a week prior to feature release

KR: Decrease of reported issues during development process by 25%

Objective: **Improve software application performance**

KR: Reduce API response time to 4s

KR: Reduce average application response time to <450ms

KR: Decrease code review times by half

Objective: **Contribute to product quality**

KR: Increase code review time by 20 minutes each day

KR: Increase time spent on learning new languages to 1 week each quarter

KR: Ship 2 additional new front-end features this quarter