

2025 BUSINESS GOAL PLANNER

JANUARY 2025

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WHAT ARE OKRS? (OBJECTIVES & KEY RESULTS)

OVERVIEW

Objectives and key results (OKRs) are a goal-setting framework that helps individuals, teams, and organizations define and track measurable goals

OBJECTIVES

An Objective is what you want to accomplish.

A good Objective is significant, concrete, action-oriented and inspirational. Can be set annually over an even longer-term.

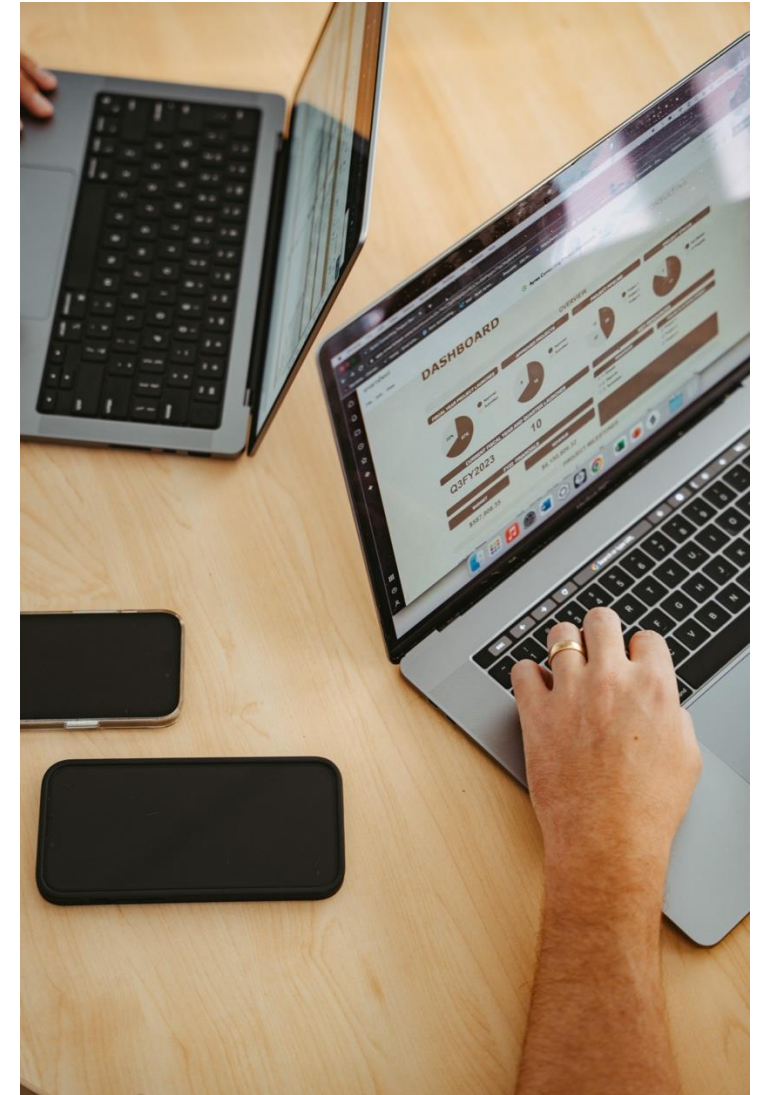
KEY RESULTS

Key Results are how you will accomplish it.

Good Key Results are specific, timebound, aggressive yet realistic measurable and verifiable. Can be set quarterly and evolve as work progresses.

OKR'S CAN HELP

Create alignment and engagement around goals, Enhance focus and discipline, Improve coordination and alignment across teams and departments, Motivate employees, Increase transparency, Help teams get outside their comfort zones, Prioritize work and Learn from success and failure



KPI VS OKR'S

KPI's	OKR's
Business metrics reflecting performance	Goal setting method to improve performance & Drive changes
Sets the performance level to be achieved	For alignment, engagement, and focus
For performance management and measurement	A specific area of improvement to focus on
Not changeable on a regular basis	Frequently set, adaptive, tracked and re-evaluated
Monitors the steady state & provides benchmarks	Informs everyone on what's important to achieve business goals
Leadership led / Top-Down	Bottom-up & Top-Down

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Strategic Objectives	Key Result	Initiatives
Strategic Objective #1 <i>(Example: Increase revenue)</i>	Key Result <i>(Example: Increase revenue to \$5m per year by 2025)</i>	Initiative 1 Initiative 2 Initiative 3 <i>(Example: generate sales and marketing plan for 2025)</i>
Strategic Objective #2	Key Result	Initiative 1 Initiative 2 Initiative 3
Strategic Objective #3	Key Result	Initiative 1 Initiative 2 Initiative 3
Strategic Objective #4	Key Result	Initiative 1 Initiative 2 Initiative 3
Strategic Objective #5	Key Result	Initiative 1 Initiative 2 Initiative 3

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