

OKRs

(Objectives + Key Results)

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What is it?

Agreeing on your destination is an important part of any collaborative journey. OKRs are the project objectives and the measurable outcomes that help teams know if they are on the right track.

Who develops the OKRs & when?

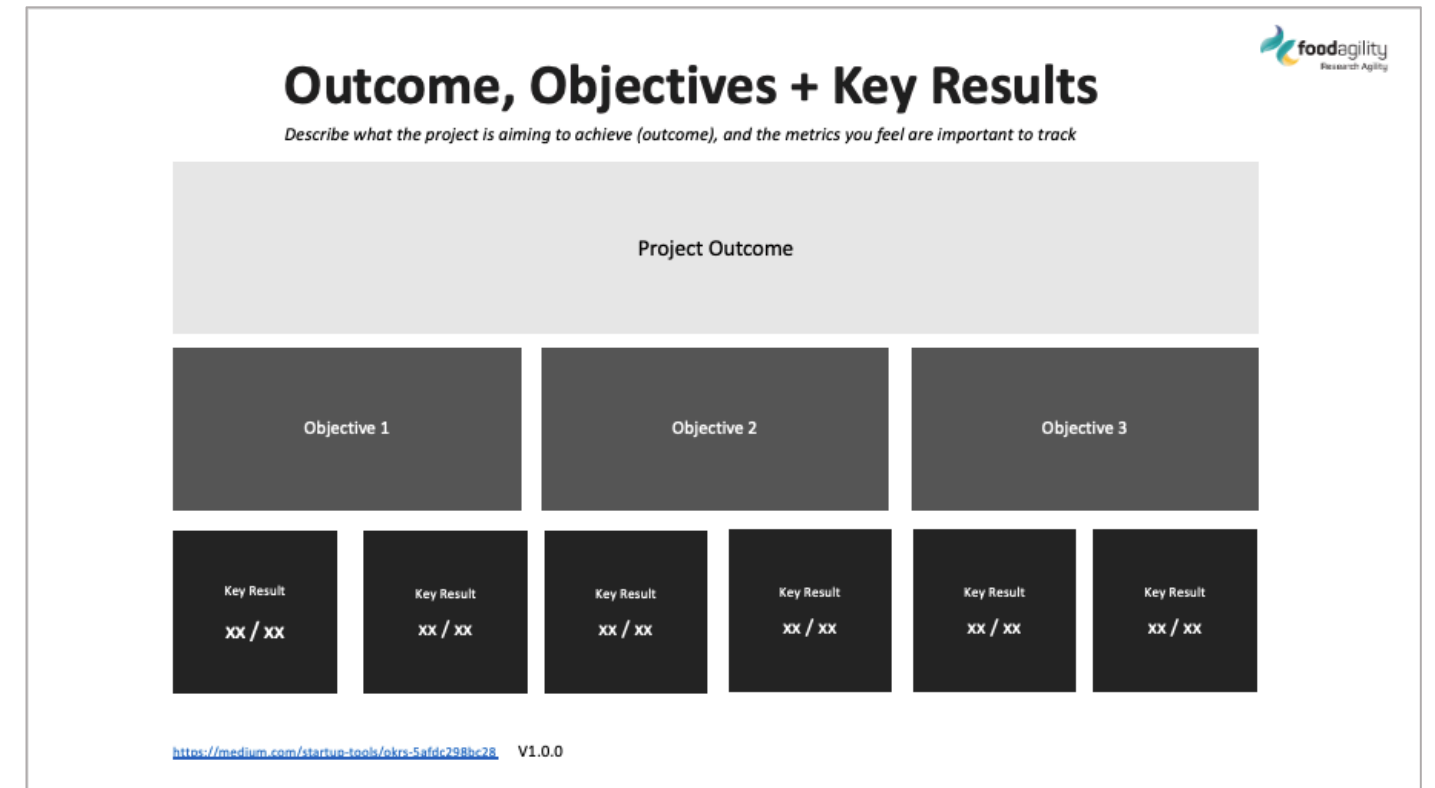
The project lead and Innovation Manager lead the development of OKRs during project planning.

How OKRs help teams:

- Make teams accountable for delivery of outcomes, not activities.
- Track project progress towards impact and prioritise efforts.
- Communicate with end-users and stakeholders.
- Support decisions to pivot.
- Work towards clear common goals.

Where to start:

- Write the project outcome – what impact do you want to have?
- For Objectives, look for any obvious milestones which will deliver outcomes to achieve the overall objective. These might include research goals, business goals and user adoption goals
- Then for Key Results, ask yourself “What numbers will help you know if you are on track to achieving each objective?”.



Using OKRs in your team meetings

- Review OKRs at each team meeting and input any progress on key results. E.g. if you had a key result of securing five pilot groups, you might write that you have secured 3.
- Most importantly, talk to how the progress is going. E.g. what have you learned from securing 3/5 pilot groups? Why are they signing up? What useful feedback have they given you?
- Do the key results indicate that you need to reconsider your approach? Have they changed any of your risky assumptions in the Lean Canvas? Do you need to change any of your OKRs?

Outcome, Objectives + Key Results

Describe what the project is aiming to achieve (outcome), and the metrics you feel are important to track

