Stretch Goal Planning Workbook

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For Startup Founders Who Want to Push Further — Without Losing Focus

You're not just aiming for average.

You're aiming to grow faster, smarter, and stronger than the quarter before.

This workbook is built to help you **plan and track stretch goals** that energize your team — not exhaust them. Whether you're new to stretch targets or refining an OKR rhythm, this gives you a plug-and-play structure to make ambition practical.

What You'll Get Inside

- **Step-by-step prompts** to define stretch goals with clarity

- **OKR templates** built specifically for ambitious, early-stage teams

- **Prioritization tips** to avoid overload

- **Reflection prompts** to capture what worked and what didn't

- Examples from real startup objectives

1: Define Your Stretch Goal

Think BIG — but not random. Stretch goals are rooted in strategy, not fantasy.

Prompt:
What bold outcome would meaningfully move the company forward — even if it's only 60–80% likely?

- What *feels* uncomfortable but exciting?

- What would a "10x version" of your current plan look like?

- What would force you to do things differently, not just more?

Write 1 Stretch Objective:

Objective: _____

2: Break It Down (OKR-Style)

A stretch goal without structure is just a wish. Let's make it real.

Use the OKR framework:
Objective = the ambitious goal
Key Results = 2–4 measurable outcomes that signal success

Template:

Objective (from above):

_____

Key Result 1:

_____

Key Result 2:

_____

Key Result 3:

_____

3: Prioritize Without Spreading Thin

You can't chase 5 stretch goals at once. Choose one. Ruthlessly.

Ask yourself:

- Is this tied to our biggest opportunity or risk?

- If we only achieved *this* in the next 90 days, would it still feel like a win?

- What do we need to say **no** to in order to make room for this?

Circle your "Hell Yes" goal above. Let the others wait.

4: Weekly Focus Prompts

Use these in Monday meetings or async check-ins:

- What *one* thing will move us closer to this stretch goal this week?

- What's currently blocked, and who can help unblock it?

- What early signals are showing up (even if they're not outcomes yet)?

5: End-of-Cycle Reflection

A stretch goal isn't just about hitting 100%. It's about what you *learned* along the way.

Retro Prompts:

- What progress did we make?

- What bold move paid off?

- Where did we overreach — and what would we do differently next time?

- Should this stretch become a core OKR next quarter?

Ready to Keep the Momentum Going?

This workbook is just the start. If you want to bring stretch goals into your team's weekly rhythm, check-ins, and dashboards — we've got you covered.

Try OKRs Tool

Track stretch goals like a pro with:

- Guided OKR templates
- Weekly check-ins baked in
- Zero-bloat design built for startups

👉 **Sign up free →** and set your first stretch OKR in under 5 minutes.