



SMART OKRs Template Pack

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SMART OKRs Template Pack

Set better goals. Track what matters. Grow faster.

This kit gives you everything you need to write clear, focused, and effective SMART OKRs—tailored for early-stage teams and fast-moving founders.

What you get

- A plug-and-play SMART OKR worksheet
- 10+ ready-to-use OKR examples for startups
- A quick-reference SMART cheat sheet
- Bonus: Top 5 OKR pitfalls (and how to avoid them)

No fluff. No jargon. Just better goals in less time.

SMART OKR Worksheet

Use this worksheet to draft your team's first SMART-aligned OKRs. Start with your objective, then work through the five SMART filters to create clear, actionable key results.

Template

Objective:

What do we want to achieve? Why does it matter?

Is it Specific?

- ✓ Does this clearly define what success looks like?

Is it Measurable?

- ✓ Can we track progress with real numbers?

Is it Achievable?

- ✓ Is it ambitious *and* realistic based on team size, time, and resources?

Is it Relevant?

- ✓ Does it support the company's strategic priorities?

Is it Time-bound?

- ✓ Do we have a clear deadline or time frame?

Now turn it into a full OKR:

- Objective: *[SMART-aligned goal]*
- Key Result 1: *[Specific, measurable outcome]*
- Key Result 2: *[Another key outcome]*
- Key Result 3: *[Optional additional measure]*

10+ SMART OKR Examples for Startups

Use these as inspiration or copy/paste directly into your team's next cycle.



Growth / Sales OKR

Objective: Grow MRR by 20% in Q2

- KR1: Increase new customer sign-ups by 25%
- KR2: Reduce churn by 10%
- KR3: Upsell 15% of customers to a higher-tier plan



Marketing OKR

Objective: Improve website conversion rate by 30%

- KR1: Launch 3 A/B tests on key landing pages
- KR2: Reduce bounce rate from 70% to 50%
- KR3: Increase demo requests from blog by 40%



Product / Engineering OKR

Objective: Increase product reliability and reduce user-reported bugs

- KR1: Cut bug reports by 30%
- KR2: Improve average response time for P1 tickets to <6 hours
- KR3: Implement auto-monitoring on 100% of critical user flows



Customer Success OKR

Objective: Improve customer satisfaction score by 15%

- KR1: Increase NPS from 42 to 50

- KR2: Resolve 90% of support tickets within 24 hours
- KR3: Launch a new self-service help center by end of quarter

SMART Goal-Setting Cheatsheet

Print it, bookmark it, or share it in your team's planning doc.

SMART Criteria	What It Means	Quick Check
Specific	Clear, direct, no fluff	Can someone outside your team understand it?
Measurable	Quantified success	Does it include a number, %, or binary outcome?
Achievable	Realistic and within reach	Can your team hit this in the timeframe?
Relevant	Tied to real business value	Does this support the company's bigger goal?
Time-bound	Set within a clear deadline	Does it end this quarter, month, or sprint?

Top 5 OKR Pitfalls (and How to Avoid Them)

Avoid these common traps that make even well-intentioned OKRs fall flat.

Pitfall	Why It Hurts	What to Do Instead
Vague goals	No one knows what success looks like	Use clear, specific language

Too many OKRs	Focus is diluted	Stick to 1–3 objectives per team
No real metrics	Progress is invisible	Make key results measurable
No owner	Accountability disappears	Assign 1 person per key result
No review cadence	OKRs get forgotten	Check in weekly or bi-weekly

Final Tip: Start Simple

You don't need 100% perfect OKRs out of the gate. The goal is progress, not paralysis.

Start with one objective, write clear key results, check in weekly—and refine as you go. SMART OKRs are a process, not a one-time task.

Want a Tool That Helps You Set SMART OKRs in Seconds?

OKRsTool.com gives you:

- Smart templates to write better goals fast
- AI suggestions based on startup benchmarks
- Built-in tracking, check-ins & team visibility
- Flat pricing—no per-seat fees

Start for free and create your first OKR in under 60 seconds.

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