



OKR Adoption Starter Kit

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A simple, proven way to launch OKRs that actually get used.

OKRs (Objectives and Key Results) are one of the best frameworks for keeping teams focused, aligned, and outcome-driven. But adopting them can feel intimidating—especially if you’ve tried before and it didn’t stick.

This starter kit gives you a clean, simple system to get started. Whether you’re a founder rolling out OKRs for the first time, or an ops lead reviving them after a messy quarter, you’ll find tools, examples, and a rollout plan that make adoption painless.

1. Step-by-Step OKR Setup Guide

What are OKRs, really?

- Objective = What you want to achieve
- Key Results = How you’ll measure success

Keep it simple. One to three objectives per team or function, each with 2–4 measurable key results.

How to write your first OKR

Example Objective: Launch a new onboarding experience by Q4

Key Results:

1. Ship redesigned onboarding flow to 100% of new users
2. Increase activation rate from 22% to 35%
3. Launch feedback survey and hit >100 responses

Use this formula:

- Objective – An ambitious, inspiring outcome
- Key Results – Quantifiable indicators that show progress

2. Sample OKRs and Templates

Here are real-world examples you can borrow, edit, or use to brainstorm.

Product Team OKR

Objective: Improve mobile experience for new users

- KR1: Ship 2 major UX improvements to onboarding
- KR2: Achieve a mobile NPS of 30+
- KR3: Reduce support tickets from mobile users by 25%




Growth Team OKR

Objective: Increase activation and retention

- KR1: Launch new lifecycle email series
- KR2: Improve activation rate from 18% → 30%
- KR3: Launch retention dashboard and track weekly

Update Template

Set up a recurring async check-in with this simple format:

-  What's on track?
-  What's at risk or blocked?
-  What's planned for next week?

You can run this in your OKRs Tool, Notion, Slack, or any system your team already uses.

3. Team Rollout Plan

You've got your OKRs. Now let's roll them out.

Week 1: Prep

- Finalize company-level OKRs
- Share context and why OKRs matter
- Let teams review, ask questions

Week 2: Team OKRs

- Teams define their OKRs
- Connect team OKRs to company-level ones
- Review for clarity and alignment

Week 3: Launch

- Share all OKRs in one shared place (e.g. OKRs Tool, Notion, Google Doc)
- Kick off async check-ins or weekly rituals
- Start tracking!

Tips to Make OKRs Stick

- Start small. Focus on one cycle, one system.
- Avoid over-engineering. Clarity beats complexity.
- Celebrate wins. Reinforce the value of tracking progress.
- Embed into the workflow. Don't bolt it on.
- Review weekly. Make it part of the rhythm—not a quarterly scramble.

Final Thoughts

OKRs aren't just a framework—they're a habit. And the best way to adopt them is to keep it simple, make it visible, and tie them directly to weekly work.

This kit gives you everything you need to get started. You've got the templates. You've got the structure. Now it's time to make your next cycle your best one yet.

Want to Track OKRs Without the Busywork?

Use OKRs Tool to create, assign, and track OKRs—all baked into weekly check-ins your team will actually use.

[Try OKRs Tool Free →](#)

No credit card required · Setup takes 5 minutes