



# The Company OKR Playbook

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## Write, Align, and Roll Out Company-Level OKRs That Stick

This playbook is built for founders and leadership teams who want to go beyond “OKRs as a checkbox” and actually use them to drive company-wide focus and momentum.

Inside, you’ll find **exclusive OKRs, mapping templates, and planning tools** so you can set and cascade your strategy in under an hour — and keep it alive all quarter.

## 1: 12 Exclusive Company OKR Examples

*(Not shared in the blog — built to inspire ambitious but achievable goals)*

### Strategic Growth

**Objective:** Secure category dominance within 12 months

- **KR1:** Increase market share from 18% → 30%
- **KR2:** Win 5 high-profile competitive deals worth \$500K+ each
- **KR3:** Triple brand mentions in top-tier industry publications

**Objective:** Build a high-velocity growth engine

- **KR1:** Grow ARR from \$12M → \$18M while keeping CAC payback < 8 months
- **KR2:** Launch 3 scalable acquisition channels producing 100+ SQLs/month
- **KR3:** Improve MQL → SQL conversion from 18% → 30%

### Revenue & Profitability

**Objective:** Boost profitability without slowing growth

- **KR1:** Increase gross margin from 70% → 78%
- **KR2:** Cut low-ROI marketing spend by 20%
- **KR3:** Increase upsell revenue from 15% → 25% of ARR

**Objective:** Create multiple stable revenue streams

- **KR1:** Launch subscription offering generating \$1M ARR in 6 months
- **KR2:** Drive 25% of revenue from international markets

- **KR3:** Sign 10 multi-year contracts worth \$250K+ each

## **Market Expansion**

**Objective:** Successfully enter the LATAM market

- **KR1:** Sign 100 LATAM customers within first 2 quarters
- **KR2:** Establish partnerships with 5 regional distributors
- **KR3:** Achieve \$1M ARR from LATAM by year-end

**Objective:** Expand mid-market presence

- **KR1:** Acquire 250 mid-market accounts (>50 seats each)
- **KR2:** Launch mid-market tier pricing to hit \$1.5M ARR in 9 months
- **KR3:** Shorten sales cycle from 100 days → 75 days

## **Customer Success & Retention**

**Objective:** Become the #1 vendor in customer satisfaction

- **KR1:** Improve NPS from 50 → 70
- **KR2:** Achieve 98% renewal rate for enterprise customers
- **KR3:** Reduce onboarding time from 21 days → 10 days

**Objective:** Turn customers into advocates

- **KR1:** Launch referral program generating 15% of new leads
- **KR2:** Collect 50 customer testimonials in 6 months
- **KR3:** Host 4 customer advisory board sessions per year

## **Product & Innovation**

**Objective:** Deliver a flagship product release that drives retention

- **KR1:** Launch AI-powered analytics module by Q2
- **KR2:** Achieve 60% adoption rate within existing customers in 90 days
- **KR3:** Reduce customer-reported bugs by 35% in the first 3 months

**Objective:** Accelerate product development cycles

- **KR1:** Cut average feature delivery time from 10 → 7 weeks
- **KR2:** Run 6 customer co-creation workshops per quarter
- **KR3:** Release 12 major features in 12 months

## **People & Culture**

**Objective:** Become a top-10 employer in the industry

- **KR1:** Achieve an eNPS score of 75+
- **KR2:** Increase internal promotion rate from 20% → 35%
- **KR3:** Reduce voluntary attrition from 10% → 5%

**Objective:** Build a leadership bench for scale

- **KR1:** Train 100% of managers in advanced leadership within 6 months
- **KR2:** Launch a mentorship program with 40 active mentor-mentee pairs
- **KR3:** Fill 90% of leadership roles internally

## **Sustainability & Impact**

**Objective:** Lead the industry in sustainability practices

- **KR1:** Reduce carbon emissions by 30% year-over-year
- **KR2:** Shift 60% of suppliers to certified sustainable partners
- **KR3:** Launch 4 customer-facing sustainability features

**Objective:** Expand social impact

- **KR1:** Commit 1,200 volunteer hours company-wide
- **KR2:** Allocate 3% of profits to community initiatives
- **KR3:** Partner with 8 non-profits for co-branded campaigns

## 2: Company → Department Mapping Template

Company Objective	Marketing	Sales	Product	Customer Success	People Ops
Increase ARR from \$12M → \$18M	Launch ABM campaigns targeting \$100K+ ACV accounts	Close 20 enterprise deals worth \$500K+	Ship integrations for top 3 CRMs	Improve onboarding time from 21 → 10 days	Train 100% of reps on consultative selling
Achieve industry-leading NPS	Publish 10 customer case studies	Upsell 15% of accounts to premium tier	Release dashboard personalization features	Maintain first-response time under 1 hour	Run quarterly customer empathy workshops

### 3: Annual & Quarterly Planning Checklist

1. Review last cycle's company OKRs and performance data
2. Align leadership on top 2–3 strategic priorities for the year
3. Draft company-level OKRs and review for clarity + measurability
4. Share context with department leads for cascading OKRs
5. Publish company OKRs in a visible, shared space
6. Set quarterly review dates in advance

### 4: Quarterly Review Agenda

**Duration:** 60–90 mins

1. **Open with top-line performance:** Which company OKRs are on track, off track, or exceeded?
2. **Dive into department alignment:** 5-min update per team on progress + blockers
3. **Identify cross-functional needs:** Where do teams need each other's support?
4. **Review and capture learnings:** What worked, what didn't, and why
5. **Set next cycle's priorities:** Draft initial ideas for next quarter's OKRs

### Final note

This playbook is designed to help you write **fewer, better, more impactful OKRs** — and actually keep them alive beyond week one.

By using these examples, templates, and agendas, you'll connect the big picture to the day-to-day, align every team, and create momentum that compounds each quarter.

## Powered by OKRs Tool

If you want these company OKRs to *actually stick*, you need more than templates.

You need a space where everyone — from leadership to the newest hire — can see the goals, track progress, and stay aligned without drowning in meetings.

That's where **OKRs Tool** comes in:

- **Set & share OKRs in minutes** — No complex setup, no training videos required.
- **Run async check-ins that people actually complete** — Built-in nudges keep adoption high without managers chasing updates.
- **Give every team visibility** — See company, department, and individual OKRs in one place, with no silos.
- **Make reporting effortless** — Real-time dashboards replace manual status decks.

It's everything you need to move from “**We have OKRs**” to “**We live them.**”

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