The KPI-to-OKR Mapping Worksheet

Powered by OKRs Tool

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In our analysis of **7,857 Key Results**, we found that **52% were KPIs in disguise**.

Not bad writing. Not misalignment.

Just metrics being tracked instead of outcomes being driven.

This worksheet helps teams:

- Identify when a "Key Result" is actually a KPI

- Clarify what outcome the metric is meant to influence

- Assign real ownership and a review rhythm that drives action

Use this before finalizing OKRs — or when KPIs start drifting into status updates.

Step 1: List the Metrics You're Tracking

Start with what already exists.

Write down the metrics your team currently reviews each week or month — regardless of whether they're called KPIs or KRs.

✏️ List up to 5 metrics:

- Metric 1: _____

- Metric 2: _____

- Metric 3: _____

- Metric 4: _____

- Metric 5: _____

Step 2: KPI or Key Result?

For each metric, answer the question honestly:

Is this something we are actively trying to change — or simply observe?

Use the table below.

| Metric | KPI (Tracks health) | KR (Drives change) |

Metric 1 ☐   ☐

Metric 2 ☐   ☐

Metric 3 ☐   ☐

Metric 4 ☐   ☐

Metric 5 ☐   ☐

👉 If it's primarily observational, it's a **KPI**.
👉 If it requires intentional action to move, it can be a **Key Result**.

Step 3: Map KPIs to Outcomes

KPIs are not bad. They're incomplete on their own.

For each KPI, define the **outcome it is meant to influence**.

✏️ Fill this in:

KPI: _____
 What outcome should this KPI support?
 → _____

If you can't clearly articulate the outcome, the KPI is noise.

Step 4: Turn Outcomes into Real Key Results

Now translate the outcome into a **true Key Result** — something that requires action, not just tracking.

✏️ Use this format:

    Improve / reduce / increase **[outcome]** from **[baseline]** to **[target]** by **[date]**

🧠 Draft your Key Result:

KR: _____

If the KR can be updated without anyone doing anything differently, it's still a KPI.

Step 5: Assign Ownership (Non-Negotiable)

Every KPI and every KR needs a **single owner**.

Not a team.
Not a function.
One person accountable for movement.

✏️ Fill in:

- KPI / KR Owner: _____

- Can ownership change during the quarter? ☐ Yes ☐ No

Ownership clarity is what prevents "everyone thought someone else had it."

Step 6: Define the Review Cadence

Tracking only matters if it changes decisions in time.

✏️ Decide upfront:

- Review cadence: ☐ Weekly ☐ Bi-weekly ☐ Monthly

- Review format: ☐ Async update ☐ Live review

- What happens if this is **Off Track**?
  → _____

If there's no defined response, the metric is informational — not operational.

Final Check: KPI vs KR Quality Test

Before you lock this in, confirm:

☐ KPIs track business health, not effort
☐ Key Results describe outcomes, not activity
☐ Every KPI and KR has a single owner
☐ Metrics surface risk early, not after the quarter ends
☐ Each KR requires deliberate action to move

If all boxes aren't checked, refine before proceeding.

Try OKRs Tool for Your Team

The easiest way to turn KPIs into real execution signal? Use a platform built for growth-stage teams — not enterprise process.

OKRs Tool helps you:

- Separate KPIs from true Key Results, so metrics drive outcomes

- Assign clear ownership and see movement mid-quarter, not after reviews

- Track targets, status, and progress without spreadsheets or status updates

- Keep KPI and OKR signal visible as the business scales

If you're ready to stop tracking numbers and start driving outcomes, **start your free plan today**.