



How to Write Effective OKRs

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Your team is up and running in OKRs Tool — now let's help every department write **clear, measurable, uniquely focused OKRs** they can execute on. This guide gives you a simple flow, strong examples, and in-app steps that match the product.

Who it's for

- Team leads and ICs creating OKRs inside OKRs Tool
- Departments rolling out OKRs beyond the pilot team
- Anyone who wrote one great objective... and got stuck on the second

What you'll get

- A 5-step process to create OKRs in **OKRs Tool**
- Examples for Marketing, Product, and Sales
- Tips to make each objective unique (no duplicates or “same-ish” goals)
- A quick template + final gut check

The 5-Step OKR Flow (in OKRs Tool)

1) Set timeframe & cycle

- Click **Create OKR** (top navigation).
- Choose your **timeframe** (e.g., quarterly, annual) and **cycle**.

Pro tip: Most teams start quarterly — it's short enough to stay flexible, but long enough to show real progress.

Create New OKR [Close]

1. Cycle Details

Define the basic information for this OKR cycle.

Scope

Organization | Department | Team | Individual

OKR Cycle Duration

Quarterly

Start Period: Q2 | Year: 2026

Owner (Optional)

Enter a name to select an existing user or an email to invite a new one.

Enter a name or email address...

Back | Next

2) Create your Objective

Objectives are the **“what” and “why”** — bold, inspiring statements.

They should be unique, easy to remember, and clearly connected to your priorities.

✓ “Improve user onboarding to drive activation”

✗ “Work on onboarding”

Tips:

- Aim for **1–3 objectives per team**
- Write in plain English
- Connect to business goals

3) Add measurable Key Results

Key Results are the **“how we measure success.”** They must be specific, measurable, and time-bound.

For each KR:

- Add **2–4 Key Results** per Objective
- Set a specific **target value** (e.g., 35% → 50%, \$0 → \$250k)
- **Assign an owner** (open the KR → **Assign owner**)
- (Optional) **Link initiatives** that drive the result
 - From a KR: add an initiative
 - Or via **Initiatives tab**: use **AI-suggested** or create your own

Pro tip: Results, not tasks. “Launch campaign” is a task; “Increase MQLs from 400 → 800” is a KR.

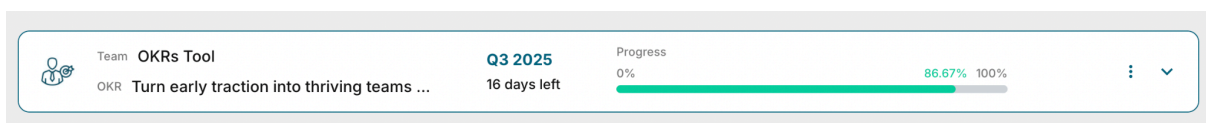
4) Review & Save

Before finalizing, pressure-test your OKRs:

- Are they measurable?
- Ambitious but realistic?
- Aligned with company goals?
- Can they be tracked weekly?

Click **Start Cycle** to confirm your OKR.

Need to adjust later? Use the **3 dots** on the far right → **Edit OKR** to refine wording or **Add new KR** → **Save**.

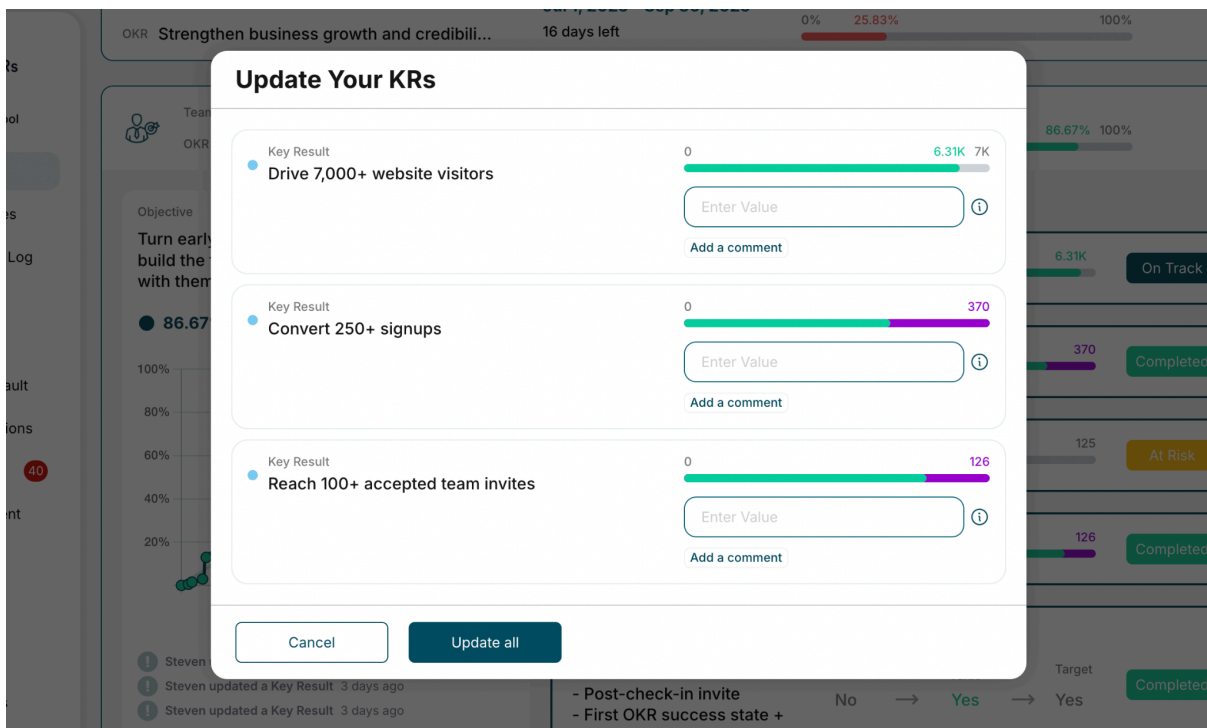


Bonus: Ask another team to review. If they can’t explain your OKRs back to you, rewrite them.

5) Make it a habit (weekly)

- **Update progress** weekly (charts + status labels).
 1. Add a **comment only** (context, no progress change).
 2. Update **progress + comment** (e.g., 22 → 25 + note).

3. **Manually override status** if needed (e.g., mark “On Track” without new data).
- **Batch update** multiple KR's
 1. **Click the 3 dots** to the right on each OKR
 2. Toggle **Select KR's**
 3. Check KR's
 4. Click **Update selected KR's** → **Update all**



- Every **Friday** → all users get an email reminder to update
- Every **Sunday** → org admins get a weekly report email

Pro tip: Keep objectives stable during a cycle; only add new KR's when priorities genuinely shift. 3–5 KR's per Objective is the sweet spot.

Make Each Objective Unique (and avoid duplicates)

When users create one great objective then stall, use distinct lenses:

- **Growth:** acquisition, activation, revenue
- **Retention:** churn, adoption, product usage

- **Quality:** reliability, NPS, bug rates
- **Efficiency:** cycle time, cost, automation

Pick **one objective per lens** that matters this cycle. If two objectives feel similar, merge them or split by audience (e.g., self-serve vs. enterprise).

Example OKRs You Can Steal

Marketing

Objective: Increase qualified demand from our target market

- KR1: Grow organic traffic from **20k** → **30k** sessions
- KR2: Capture **1,000** new newsletter sign-ups
- KR3: Lift MQL → SQL conversion from **22%** → **30%**

Product

Objective: Improve onboarding to accelerate time-to-value

- KR1: Increase Day-7 retention from **35%** → **50%**
- KR2: Raise onboarding completion from **60%** → **85%**
- KR3: Cut time-to-first-value from **10 days** → **5 days**

Sales

Objective: Boost new customer acquisition

- KR1: Close **\$250k** in new ARR
- KR2: Shorten average sales cycle from **45** → **30 days**
- KR3: Achieve **20%** win rate on new opportunities

Quick OKR Template

Objective: [Clear, inspiring outcome for this cycle]

→ Example: “Launch a referral program to drive organic signups”

Key Results:

1. [Measurable outcome with a target value]
2. [Measurable outcome with a target value]
3. [Measurable outcome with a target value]

Owner: [Team/person] • **Timeline:** [e.g., Q3]

Final Gut Check (ship with confidence)

- Aligned to company priorities?
- Measurable and outcome-based?
- Each KR has a clear owner?
- Trackable **weekly** (with comments/updates)?
- Ambitious **and** achievable?

If you're nodding "yes" to all five, your OKRs are ready to roll.

Appendix: In-App Moves You'll Use Often

- **Assign KR owner:** open KR → **Assign owner**
- **Link initiatives:** from a KR or via **Initiatives** tab (AI-suggested or manual)
- **Add a KR later:** **3 dots** → **Edit OKR** → **Add new KR** → **Save**
- **Batch updates:** **Toggle "Select KR's"** → **Update selected KR's** → **Update all**
- **Share progress externally:** share by **email** or **URL** (view-only)
- **Close/clone cycles:** **3 dots** on a cycle → **Close / Clone / Edit / Delete** (delete is hard-delete)