

25 Business Goal Examples in OKR Format

Twenty-five ready-to-use goals across six teams — each written as an objective with three measurable key results. Swap the baselines and targets for your own numbers, assign an owner to each key result, and you have a quarter's worth of goals ready to run.

6 teams · 25 objectives · 75 key results

HOW TO USE THESE

1. **Pick 1–3 objectives per team** — not all 25. Focus beats coverage.
2. **Replace the numbers** with your real baselines and targets.
3. **Assign one owner** to every key result — a single directly responsible person.
4. **Review weekly** — teams with a weekly check-in complete 43% more of their goals.

OKR 1

OBJECTIVE

Reach the next stage of sustainable growth

- ✓ ObjectiveReach the next stage of sustainable growth Grow ARR from **\$3.2M → \$5M** by end of Q4
- ✓ Increase net revenue retention from **92% → 105%**
- ✓ Keep gross margin above **75%** through the scale-up

OKR 2

OBJECTIVE

Expand into new markets without losing focus

- ✓ ObjectiveExpand into new markets without losing focus Launch in **2** new markets by June
- ✓ Ship an international pricing model by September
- ✓ Reach **\$400K** ARR from new markets by year-end

OKR 3

OBJECTIVE

Make customers active advocates for the product

- ✓ ObjectiveMake customers active advocates for the product Raise company-wide NPS from **28 → 50** by year-end
- ✓ Collect **25** customer references for sales and marketing
- ✓ Drive **50** referral signups/month from advocates

OKR 4

OBJECTIVE

Tighten company-wide operating rhythm

- ✓ ObjectiveTighten company-wide operating rhythm Reach **90%** on-time delivery of quarterly commitments
- ✓ Cut cross-team dependencies missed from **30% to 10%**
- ✓ Hold a monthly business review with every function reporting

OKR 5

OBJECTIVE

Build a pipeline-driving inbound engine

- ✓ ObjectiveBuild a pipeline-driving inbound engine Grow organic traffic to **50,000** monthly sessions by Q3
- ✓ Launch **3** lead magnets generating **2,000** qualified leads
- ✓ Drive **\$250K** in pipeline influenced by content

OKR 6

OBJECTIVE

Make paid and lifecycle spend more efficient

- ✓ ObjectiveMake paid and lifecycle spend more efficient Reduce cost per lead by **20%** across paid campaigns
- ✓ Improve email open rate from **28% → 38%** in **90 days**
- ✓ Launch **3** nurture workflows for existing leads

OKR 7

OBJECTIVE

Grow brand reach among high-intent buyers

- ✓ ObjectiveGrow brand reach among high-intent buyers Grow branded search impressions from **40K → 80K**
- ✓ Earn **10** media placements in B2B publications
- ✓ Increase direct traffic from **12K → 20K** sessions/month

OKR 8

OBJECTIVE

Turn the website into a conversion engine

- ✓ ObjectiveTurn the website into a conversion engine Lift homepage visit-to-signup from **1.2% to 2.0%**
- ✓ Run **4** A/B tests on hero, CTA, and social proof
- ✓ Reduce bounce rate on top **3** landing pages by **20%**

OKR 9

OBJECTIVE

Build a repeatable content-to-pipeline motion

- ✓ ObjectiveBuild a repeatable content-to-pipeline motion Publish **12** SEO articles targeting high-intent keywords
- ✓ Win **10** first-page rankings for buyer-stage terms
- ✓ Source **30%** of new pipeline from organic content

OKR 10

OBJECTIVE

Convert more of the pipeline we already have

- ✓ ObjectiveConvert more of the pipeline we already have Improve demo-to-close rate from **12% → 18%**
- ✓ Cut average sales cycle from **45 → 30 days**
- ✓ Reach **\$1.2M** in new bookings for the quarter

OKR 11

OBJECTIVE

Turn new customers into retained ones

- ✓ ObjectiveTurn new customers into retained ones Increase net revenue retention from **92% → 105%**
- ✓ Reduce onboarding support tickets by **40%**
- ✓ Lift **90-day** activation rate from **55% → 75%**

OKR 12

OBJECTIVE

Grow revenue from the existing customer base

- ✓ ObjectiveGrow revenue from the existing customer base Launch a referral programme driving **50** signups/month
- ✓ Reach **25%** expansion revenue from upsells
- ✓ Convert **15** accounts to annual contracts

OKR 13

OBJECTIVE

Make onboarding drive retention

- ✓ ObjectiveMake onboarding drive retention Reach first value in under **7 days** for new accounts
- ✓ Increase **30-day** activation from **60% to 80%**
- ✓ Cut time-to-onboard from **21 days** to **10**

OKR 14

OBJECTIVE

Build a predictable outbound engine

- ✓ ObjectiveBuild a predictable outbound engine Book **60** qualified meetings per month from outbound
- ✓ Hold meeting-to-opportunity rate above **35%**
- ✓ Generate **\$500K** in outbound-sourced pipeline

OKR 15

OBJECTIVE

Make the first-run experience convert

- ✓ Objective Make the first-run experience convert Increase Day-1 retention from **25% → 35%**
- ✓ Lift trial-to-paid conversion from **18% → 28%**
- ✓ Reduce onboarding drop-off from **40% → 25%**

OKR 16

OBJECTIVE

Raise the quality bar on what we ship

- ✓ Objective Raise the quality bar on what we ship Reduce critical post-launch bugs by **50%**
- ✓ Lower average page load from **2.4s → under 1.5s**
- ✓ Hold p95 API response time under **300ms**

OKR 17

OBJECTIVE

Ship the roadmap that moves the metrics

- ✓ Objective Ship the roadmap that moves the metrics Ship **100%** of committed Q3 roadmap by Sept **30**
- ✓ Reach **40%** adoption of the flagship feature in **30 days**
- ✓ Collect **25** structured feedback responses on new releases

OKR 18

OBJECTIVE

Turn usage data into product decisions

- ✓ Objective Turn usage data into product decisions Instrument event tracking on **100%** of core flows
- ✓ Ship **3** improvements from funnel-drop-off analysis
- ✓ Raise feature discovery rate from **40% to 60%**

OKR 19

OBJECTIVE

Hire ahead of the growth curve

- ✓ ObjectiveHire ahead of the growth curve Hire **3** senior engineers with under **60 days** time-to-fill
- ✓ Keep offer-acceptance rate above **80%**
- ✓ Reach **90-day** retention of **95%** for new hires

OKR 20

OBJECTIVE

Strengthen team engagement as we scale

- ✓ ObjectiveStrengthen team engagement as we scale Improve employee eNPS from **35 → 50** by next survey
- ✓ Reach **85%** participation in the engagement survey
- ✓ Hold voluntary attrition under **8%** for the year

OKR 21

OBJECTIVE

Make goal-setting a company-wide habit

- ✓ ObjectiveMake goal-setting a company-wide habit Complete OKR training for **100%** of the team by quarter-end
- ✓ Reach **90%** weekly check-in participation across teams
- ✓ Launch company-wide values onboarding by Q2

OKR 22

OBJECTIVE

Build managers who scale the culture

- ✓ ObjectiveBuild managers who scale the culture Complete manager training for **100%** of team leads
- ✓ Reach manager-effectiveness score of **80%+** in survey
- ✓ Hold **1:1** completion above **90%** across the company

OKR 23

OBJECTIVE

Extend the runway without stalling growth

- ✓ Objective Extend the runway without stalling growth Extend runway from **8 → 14 months** by cutting burn **20%**
- ✓ Hold CAC payback under **12 months**
- ✓ Keep net burn within budget every month of the quarter

OKR 24

OBJECTIVE

Improve unit economics

- ✓ Objective Improve unit economics Improve gross margin from **65% → 75%** in **6 months**
- ✓ Increase ARPU by **15%** with new pricing
- ✓ Reduce LTV:CAC gap to a **4:1** ratio

OKR 25

OBJECTIVE

Tighten cash collection and financial hygiene

- ✓ Objective Tighten cash collection and financial hygiene Reduce overdue invoices from **12% → under 5%**
- ✓ Cut days sales outstanding from **52 → 35**
- ✓ Close the monthly books within **5** business days

Run these goals in a tool built for it

Assign owners, attach initiatives, and track weekly progress — free for up to 5 users.

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