OKRs

THE ROLLOUT OWNER'S PLAYBOOK

The 90-day OKR rollout plan

You've read the book. The hard part starts now: getting OKRs to work across a company that isn't used to them. This is what to do each week, from securing the mandate to grading your first cycle — built from how the rollouts that actually stick tend to run.

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0 Secure the mandate

WEEK 0

Before anyone writes a goal, get the conditions right.

- [x] Line up one executive sponsor who will write and grade their own OKRs in public, not just approve the idea.
- [x] Decide the scope of cycle one: the whole company, or one or two departments as a pilot.
- [x] Name the person who owns the rollout and give them the time it needs.

Rollout killer — no sponsor. If leadership won't model OKRs, the company reads them as paperwork and the program stalls by week six.

1 Set the top

WEEKS 1–2

The company's objectives come first, and everything ladders to them.

- [x] Write three to five company objectives for the quarter. Fewer is sharper.
- [x] Give each objective two to four key results with a number in them. A key result with no number isn't measurable.
- [x] Have leadership commit to them out loud, in the room, so the whole company sees the top is bought in.

Rollout killer — too many objectives. A dozen priorities is the same as none. Cut until it hurts.

2 Cascade and assign

WEEKS 3–4

Teams write their own OKRs that connect upward.

- [x] Each team writes OKRs that ladder to a company objective. No orphans that connect to nothing.
- [x] Put one owner against every key result — a name, not a team.
- [x] Invite everyone in, not just the leads. Broad ownership is what makes it stick.

Rollout killer — top-down dictation. Teams that write their own OKRs own them. Teams handed a list treat it as someone else's.

3 Run the rhythm

WEEKS 5–10

The cycle lives or dies on the weekly habit.

- [x] Weekly check-in: each owner updates their number and their confidence, prompted rather than chased.
- [x] Monthly review: name what's on track, what's at risk, and what to drop.
- [x] Keep the conversations, feedback and recognition attached to the check-in, the way the book describes.

Rollout killer — set and forget. An OKR nobody looks at after week two is a wish, and the board quietly goes stale.

4 Grade and reset

WEEKS 11–12

Score it honestly, learn from it, and start the next one.

- [x] Score each key result from 0.0 to 1.0. For a stretch goal, landing near 0.7 is a win, not a miss.
- [x] Run a retro: what moved, what didn't, and what you'd write differently.
- [x] Set the next cycle before the energy fades, so the rhythm carries straight into the next quarter.

Rollout killer — no grading. Without a score, OKRs turn into a list the company quietly abandons.

What good looks like by day 90

- → Every team has OKRs that ladder to a company objective, visible in one place.
- → Owners update weekly without being chased, and progress rolls up on its own.
- → Leadership grades their own OKRs in public, so the rest of the company follows.
- → You're planning cycle two from evidence — graded results and a retro — not from memory.

Running this across a company is a lot to hold by hand.

OKRs Tool does the cascade, the weekly check-in and the grading for you — set up in an afternoon, flat-priced so inviting the whole company never changes the bill, and backed by a 60% adoption guarantee. It's where a rollout like this one actually runs.

Start a free trial → okrstool.com