COMPANY NAME	PREPARED BY	DATE

LONG-TERM VISION	COMPANY OKRs	FACTORS TO CONSIDER
COMPANY MISSION	OBJECTIVE 1	SUPPORTS
What is the primary purpose of our business? Why does our brand exist?		What will enable us to achieve our key results?
ASPIRATIONS	KEY RESULTS	
What are our long-term ambitions? What do we hope to accomplish?		
		OBSTACLES
		What is blocking our success?
OUTCOME		
How will success be defined and measured? How will we know when we have reached our end goal?		

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