**OKR Framework Template**

What are OKRs?

Objectives and Key Results (OKRs) are a goal-setting framework that helps individuals, teams, and organizations focus on what matters most.

OKR Formula:

*“I will (objective) as measured by (key results).”*

3–5 measurable outcomes that define success for the objective.

**Key Result**

**Key Result**

**Key Result**

A clear, qualitative statement of what you want to achieve.

**Objective**

Why Use OKRs?

|  |  |  |
| --- | --- | --- |
| Benefits | When to Use | When Not to Use |
| The OKR framework **aligns** everyone’s work to shared priorities.The framework **increases** focus and accountability.OKRs **encourage** transparency across teams and departments.Using OKRs **drives** measurable outcomes instead of vague activity tracking. | Use OKRs at the start of a quarter or a planning cycle to set clear goals.Use OKRs when you need to align cross-functional teams on high-impact priorities. | Do not use OKRs to track routine tasks or low-level to-do lists.Do not use OKRs for outcomes that can’t be meaningfully measured. |

OKR Best Practices

**Aim High:** Set objectives that are ambitious yet achievable.

**Limit Scope:** Set 3–5 key results per objective.

**Be Specific:** Avoid vague language — use measurable terms.

**Track Regularly:** Review OKRs weekly or biweekly.

**Adjust When Needed:** Modify key results if priorities change mid-cycle.

OKR Common Pitfalls to Avoid

* Writing key results as tasks instead of measurable outcomes
* Setting too many OKRs, diluting focus
* Failing to communicate OKRs across the team

OKR Examples

|  |  |  |
| --- | --- | --- |
| Company Level (**Strong**) | Team Level (**Strong**) | Individual Level (**Weak**)*Weak because the KRs are vague, unmeasurable, and lack time frames.* |

**KEY RESULT:** Increase completion rate of onboarding checklist to 90%.

**KEY RESULT:** Launch in three new regions by Q3.

**KEY RESULT:** Reduce onboarding time from 10 days to 5.

**KEY RESULT:** Try to learn Google Ads.

**KEY RESULT:** Achieve a customer satisfaction score of 8.5/10.

**KEY RESULT:** Read articles about SEO.

**KEY RESULT:** Post on social media more often.

**OBJECTIVE:** Get better
at marketing.

**OBJECTIVE:** Improve product onboarding experience.

**KEY RESULT:** Achieve a Net Promoter Score of 70+ in new markets.

**KEY RESULT:** Increase web traffic by 40%.

**OBJECTIVE:** Expand brand presence in new markets.

OKR Do’s and Don’ts

|  |  |
| --- | --- |
| Do | Don’t |
| Write measurable key results.Limit OKRs to a few high-impact goals.Review and update regularly.Align OKRs to higher-level goals. | Write vague, task-based key results.Overload with too many objectives.Set OKRs and forget them for the whole cycle.Work in isolation from company strategy. |

Objective Template

Alignment Tips: **Vertical alignment** ensures individual OKRs support team OKRs, which in turn align to company-level OKRs. **Horizontal alignment** illustrates sharing OKRs across teams to spot dependencies and avoid duplication.
*(Consider a simple diagram showing company OKRs → team OKRs → individual OKRs.)*

Template:

*Objective: (What do you want to achieve? Keep it qualitative and inspiring.)*

*Key Result: (What metric will prove successful? Use numbers, percentages, or concrete milestones.)*

Scoring Guidelines

Reflect on scores at the end of each cycle to identify successes and areas for improvement.

**0.0–0.3** = Not achieved

**0.4–0.6** = Partially achieved

**0.7–1.0** = Fully achieved or exceeded

Reflection Questions

|  |  |  |  |
| --- | --- | --- | --- |
| What worked well? | What challenges did we face? | What lessons can we apply next cycle? | Which OKRs should we keep, revise, or replace? |
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