

# THE OKR BUSINESS MODEL: SET, TRACK, AND MEASURE



Objectives and Key Results (OKRs) have become a popular goal-setting framework to plan an agile strategy, track organizational progress, and ultimately measure success. OKRs serve as the robust methodology that articulates what you need to do to improve your business strategy and meet the company's vision and values.

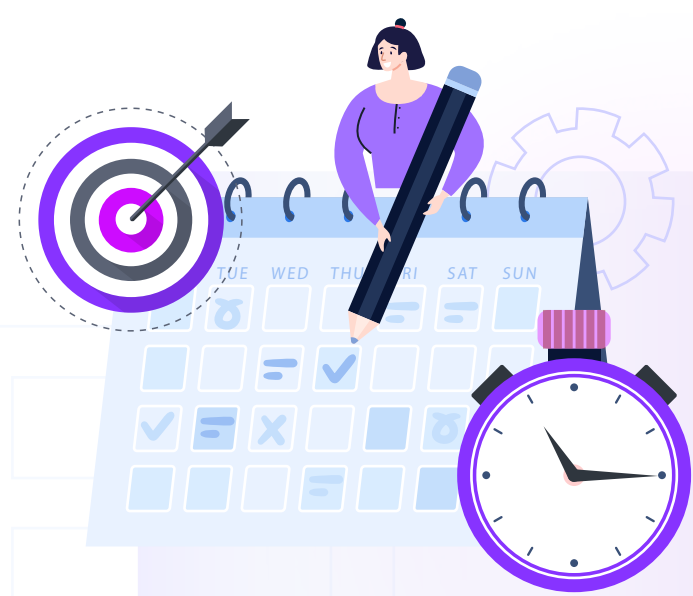
Most organizations adopt the OKR business model to set and track OKRs at all levels, ensuring business strategy is rightly executed, and success is measured.

This also helps set a clear roadmap of how to use OKRs and take the business to the next level.

1

## SET

Set business objectives for a specific period- be it a month, quarter, or year. Those goals are communicated at all levels, ensuring everyone rallies in the same direction as the company.



2

## TRACK

Adopt the right rhythm so that employees use OKRs to focus on the company's priorities. OKRs are tracked during regular check-ins, enabling managers to monitor progress and provide feedback.



3

## MEASURE

Create OKRs to implement a well-structured plan that unifies the organization and measure success. This promotes alignment, focus, and transparency to accomplish improved business outcomes.



**“Are you ready to start your OKR journey? - Set, Track, and Measure your way to success! ”**