



KICKING OFF 2022

WITH OBJECTIVES AND
KEY RESULTS



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Introduction

Importance of OKRs in Business

Objectives and Key Results (OKRs) provide a goal-setting framework based on well-established principles to help you set and attain lofty goals and measure desired business results. But there is more to it than just that! John Doerr explains how to successfully adopt OKRs in his book *Measure What Matters*. We know that when employees are focused on a clear and common goal, it can help transform a businesses' ability to achieve its long-term strategy more quickly. Therefore, it is crucial for leaders and managers to make informed decisions about how to allocate their time and energy.

OKRs have become the manifestation of these choices and play a key role in the way teams take actions to accomplish the company's vision, goal, and purpose.

OKRs help businesses to effectively set their goals, track employees' progress, and focus on what is most important. There are innumerable success stories of organizations that have adopted OKRs and achieved new heights, such as Google, LinkedIn, and Netflix among the bigger names. Not only large organizations, but small startups, non-profits, and mid-sized companies have gained incredible success with OKR methodology.

Four Amazing Superpowers of OKRs

When you are looking to achieve and measure outcomes aligned to your business objectives, Objectives and Key Results (OKRs) can be an ideal choice. Many business leaders fail to attain the desired results if they consider their OKR as merely a platform adoption. It is not just buying the platform; a whole change management process must be involved in association with adopting a framework like OKRs. You can achieve four significant superpowers with the successful implementation of an OKR framework that can ultimately fuel business growth and unlock success. These include:

Focus

Guiding and empowering each team member to prioritize their activity and attention on what is most valuable to the organization.

Rhythm

Developing a strong cadence of communication, action, and accountability to ensure business success.

Alignment

Thinking and acting in unison towards the organization's strategic goals to accomplish the business vision and purpose.

Agility

Powerfully adapting to the changing business dynamics quickly and easily.

Successful Annual OKR Planning for 2022

Adopting OKRs for Strategic Planning

Most organizations adopt Objectives and Key Results for successful annual and quarterly planning. They implement the OKR framework to break down their business goals into annual, and then quarterly OKRs. This provides agility to your business and allows you to set a clear direction for the future and plan the next significant steps for each quarter to ensure flexibility. Google credits OKR methodology as a fuel to accelerate business growth and unlock success.^[1]

Annual OKR planning for 2022 can play a critical role for any company's success. With OKRs, you can have a clear idea of where the company is moving, what measures success, and how to get everyone aligned to successfully execute your business strategy and vision. OKRs showcase a clear roadmap to set and track goals and yield the best possible results at the end of an OKR cycle—be it a month, quarter, or year. If there are any challenges or roadblocks, organizations can realign and update OKRs to improve overall progress and shift everyone's focus towards the most important goals each quarter.

Steps to Create OKRs

Step 1 - Write Your Objectives and Key Results

First, ensure that your organization's mission and vision are clearly established. Based on this, write ambitious and meaningful objectives, and set 3-5 measurable key results against each objective. While setting annual objectives, leaders can rework previous OKRs that proved to be successful or establish new frameworks to accomplish the desired outcomes.



Step 2- Adhere to the Four Superpowers

When implementing OKRs, we want to foster specific behaviors in order to maximize benefits and achieve the four superpowers mentioned above. We do that by adhering to the activities below:

Focus

Ensure that everyone has OKRs, that the objectives are clear, and that the key results are measurable. This amplifies the focus of your people and organization.

Alignment

Confirm that the right steps and behaviors are implemented during the planning cycle to ensure that everyone is aware of and practicing alignment behaviors.

Rhythm

Develop the desired cadence of communication, collaboration, and tracking of progress to create a rhythm and habit throughout the organization.

Agility

Build in an iterative improvement process to enhance speed and flexibility in transitioning from planning to executing, while also improving the process every quarter in every team.

Step 3- Align Your OKRs

Once OKRs are set, your organization's vision and goals are in view, including increasing revenue, accelerating growth, improving performance, and more. To continue along the path to success, you must also consider the following:

1

How can OKRs help you to set ambitious goals and measure success?

2

How can different teams be aligned and work together?

3

What are the timelines to achieve each objective?

For alignment of your OKRs, you must ensure that:

1

An outcomes-focused process is followed to understand what goals need to be achieved and what results need to be tracked.

2

The levels at which OKRs are set and tracked are clearly determined. This can be individual, team, department, or organizational and will provide a clear picture of what's working and what needs adjusting.

3

Business results can be measured within a specific timeframe—monthly, quarterly, or yearly.

Step 4- Measure Your Progress

Once you set and align OKRs and leverage all of the four incredible superpowers, the last step is to measure progress with your Objectives and Key Results. OKRs are not only meant to measure success at the end of a quarter or year. Their most important benefit comes from regularly conducting check-ins and review meetings to monitor progress and adjusting actions accordingly.



Best Annual OKR Examples

Objective #1

Expand the company's brand presence in the European market to capture more customers.

Key Result 1

100%
market research
analysis conducted

Key Result 2

25
25 new sales
associates onboarded

Key Result 3

5
new advanced
features in product

Objective #2

Enhance relationships and flow to accelerate our business.

Key Result 1

25%
conversion rates on
qualified leads from 20%

Key Result 2

30%
client retention from
24%

Key Result 3

\$500,000
in cross-selling
revenue

Objective #3

Deliver more opportunities for celebration and connection to enhance our internal and external community.

Key Result 1

500+
registrants for the
event

Key Result 2

\$60K
invested in promotional
marketing

Key Result 3

100%
co-branded event
with a high brand
value partner held

Annual OKRs for 2022

Fourth Quarter of 2021

By December 2021, leadership teams must collaborate with the company's CEO and team leaders, setting annual goals and cascading them down to other teams. This will allow them to write quarterly OKRs that contribute to the company-level OKRs. This collaboration helps foster alignment between different teams, so that everyone unifies in a common direction and understands the priorities for the year 2022.

If a company is implementing the OKR goal-setting framework for the first time, then it is the best time for them to undergo effective training from an expert OKR Coach. You can also plan workshops to educate and train teams on the importance of OKRs in business and how they benefit the organizations' ability to unlock employee potential and business growth.



First Quarter of 2022

In the beginning of the year 2022, team leaders and managers must roll out Q1 OKRs for each team member, so they build the right focus, create alignment, and establish a constant rhythm towards meeting the company's vision and purpose. This phase can be the first experience for many organizations to roll out OKRs and learn about successfully executing them at different levels. At this first level of implementation, managers can also plan frequent check-ins and quarterly reviews to assess progress. Once a successful OKR plan is in place, this cycle can be reiterated each quarter, keeping everyone focused, agile, motivated, and connected.

Second to Fourth Quarter of 2022

While progressing from second and third to the fourth quarter of 2022, organizations must keep in mind the following items:

1

Frequently reviewing progress and improving OKR cycles ensures **sustainability**.

2

Consistent improvement from quarter to quarter and a focus on getting **better and quicker** is key for any planning and goal-setting approach.

3

Cascading OKRs through the organization improves performance and maintains the rhythm through the whole organization.

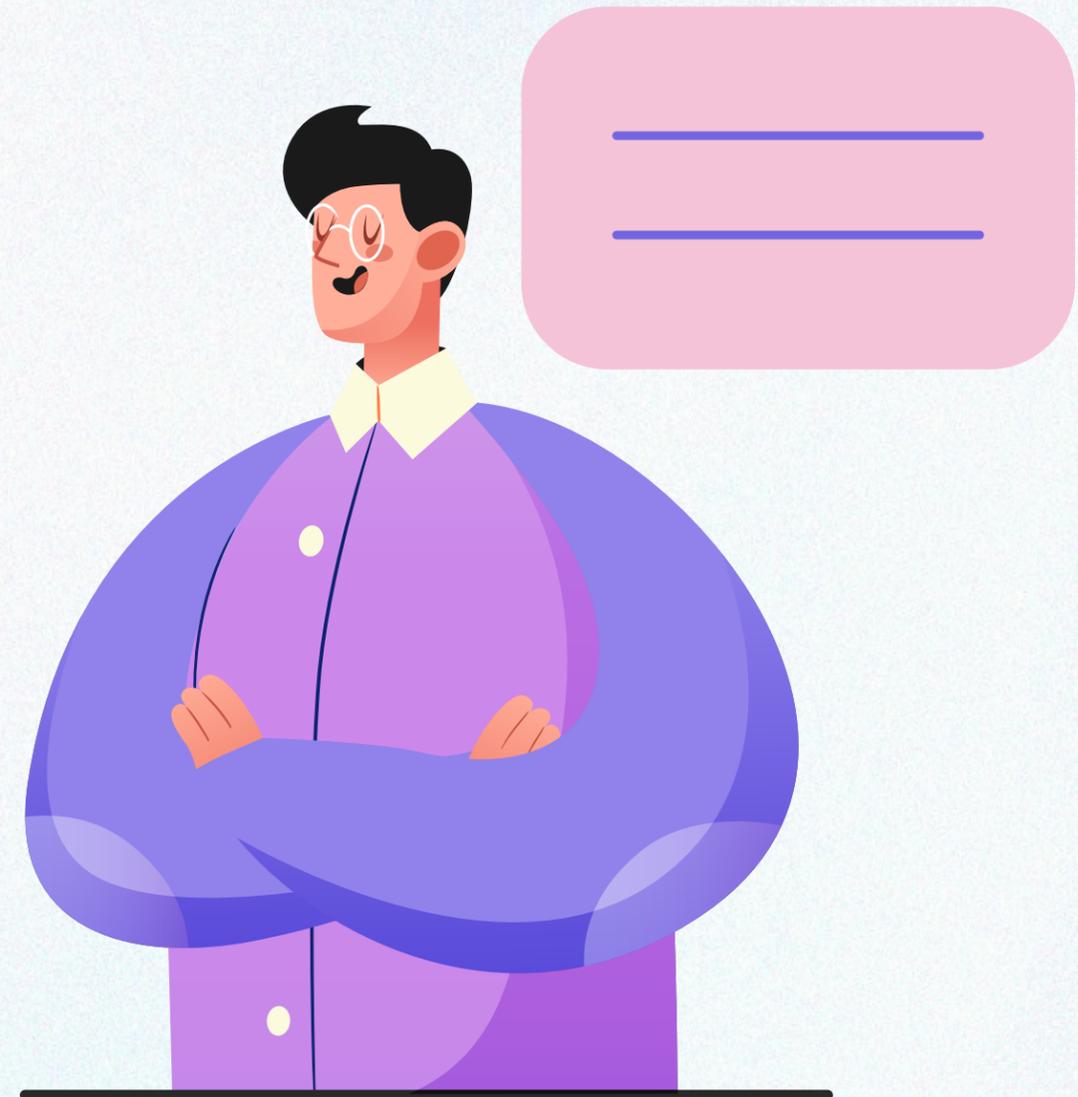
4

Embedding accountability and reinforcement measures is critical. **OKR Champions** optimize OKR adoption, measure success, and leverage maximum benefits of the OKR framework by keeping their eye on the entire organizational OKR cycle and helping to keep it on track.

Final Thoughts

The power of Objectives and Key Results framework is that it helps each member of the organization to understand their contribution towards long-term business goals. This also makes them more empowered and engaged to stay inspired and achieve more. Therefore, implementing a goal-setting framework like OKR is a win-win for all!

If you are interested in getting started with OKRs, it can help to have a guide through the entire implementation process to [Unlock:OKR](#) and get it right the first time. We have a great team of OKR experts who can help your organization successfully adopt and implement OKRs and pave the path to success and growth.



About

Unlock:OKR

Unlock:OKR is a product of Infopro Learning Inc, part of a global organization with 7,000+ employees and office all around the world. Helping organizations adopt new processes has been core to our business for over 25 years and we are widely recognized for our work in this field with some of the world's most powerful brands. Our 3 brand promises for the organizations that utilize Unlock:OKR are-

- Outcomes Culture- Turning OKR theory into reality
- Lean Software- Executing OKRs in the flow of work
- OKR Adoption Guarantee- Ensuring successful adoption of OKR framework

[Book a Demo](#)



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