



OKR Examples by Department

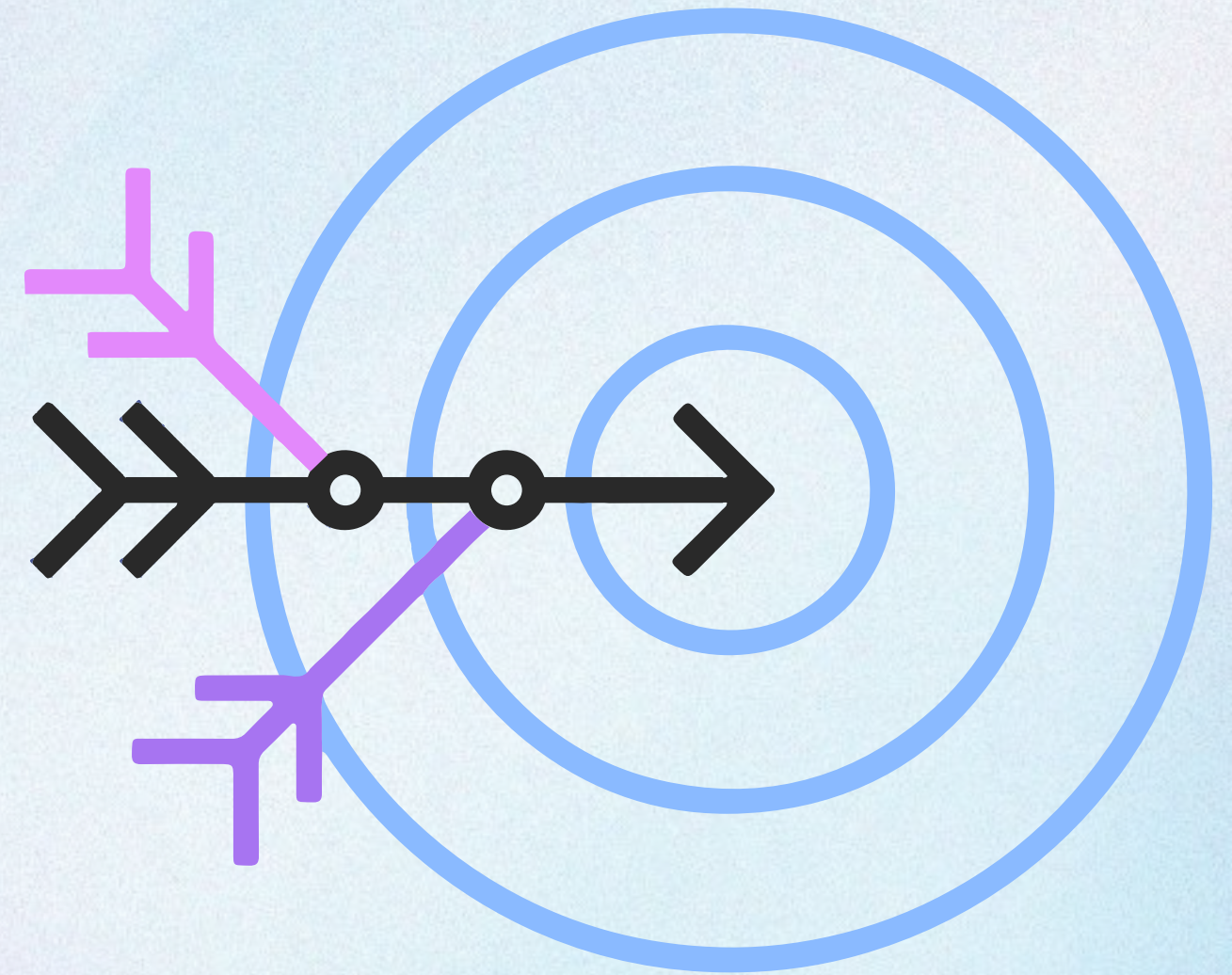
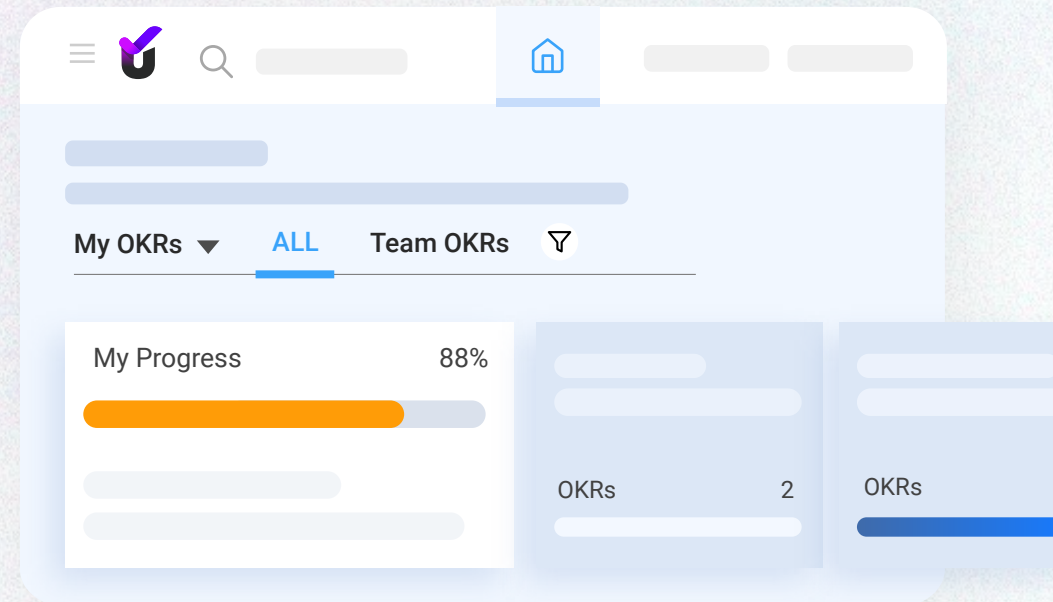


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Introduction

Are you planning to roll out the objectives and key results (OKR) framework, but facing a hard time writing OKRs? If yes, learn how to write quality OKRs. We have enlisted 50+ OKR Examples by department to give you a sneak peek into what your OKRs should look like.



Key Pointers on Writing OKRs

1. The objective is qualitative and answers “what should be achieved.”
2. Objectives are a company, team, or individual goal.
3. Objectives should typically be 3-5.
4. Objectives are actionable, ambitious, and time-bound.
5. Objectives carry 3-5 key results.
6. Key results answer “how” to achieve something measurable.
7. KRs are specific, measurable, and time-bound.
8. KRs support objectives, benchmarking and supervising how your employees accomplish the set objectives.

OKRs begin with top corporate objectives. They then cascade and bring alignment within a team and department in an organization.

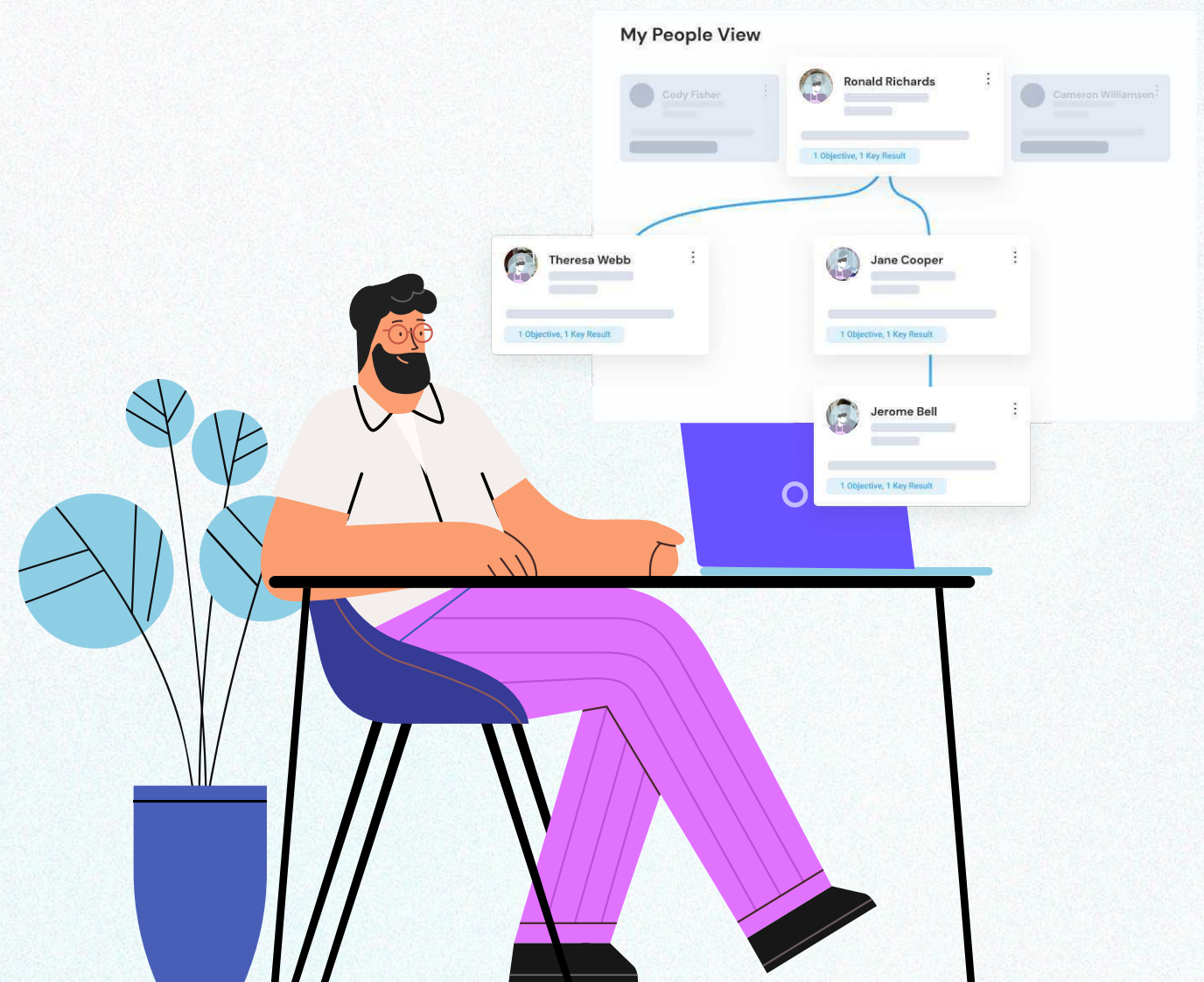
Now that you have learned the key aspects of writing a good OKR, it is time to start writing your OKRs.

OKR Example for Chief Executive Officer (CEO)

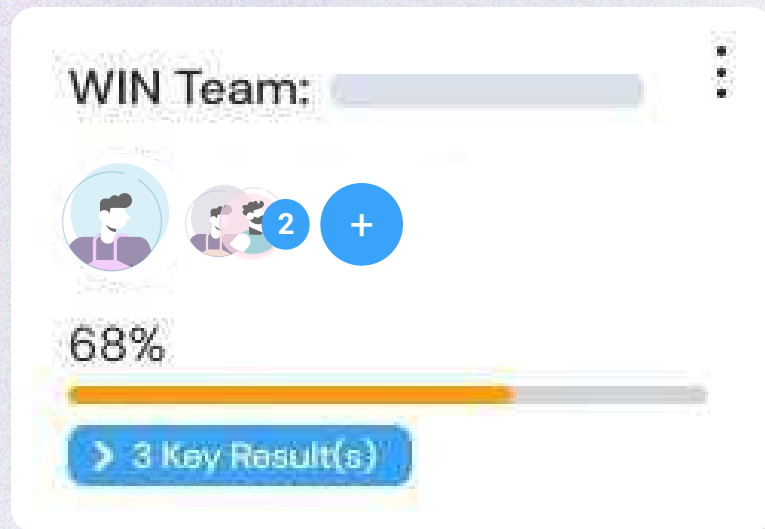
Objective : Expand the business faster to emerge as a sustainable business leader

Key Results:

- \$230M in bookings increased from \$150M
- 86% gross revenue retained
- \$970M Annual Recurring Revenue (ARR)



Marketing OKR Examples



🔗 → OKR Example for Marketing Leadership

Objective : Enhance brand awareness and expand market reach to capture our audience uniquely

Key Results :

- 30% CTR for emails from 10%
- 4% average bounce rate from 6%
- 35k email distribution list from 20K

🔗 → OKR Example for a Marketing Operations Manager

Objective : Target the right audience to make the most of current email marketing campaigns

Key Results :

- 5 new implementation consultants to be hired
- Top 5 vendors to be analyzed in the space
- 30% increase in engagement with the first email marketing program deployed

🔗 → OKR Example for Marketing Demand Generation

Objective : Increase brand awareness and recognition to expand the reach and generate more leads

Key Results :

- 100% of a significant event with 1000+ audiences held
- 3 webinars with three different industry partners
- 1 co-branded event with a high brand value partner

→ OKR Example for a Marketing Event Manager

Objective : Increase campaign and events roundup to generate demand

Key Results :

- 100 MQLs increased from 70 MQLs
- 50 MQLs from 3-4 webinars
- 300 MQLs to be generated from new products

→ OKR Example for an SEO Executive

Objective : Improve the SEO of the website content to improve its visibility in SERPs

Key Results :

- 2500 website page views to be increased from 1200
- 10 new blog posts with five or more backlinks to be published
- 4% website bounce rate to be reduced from 10%

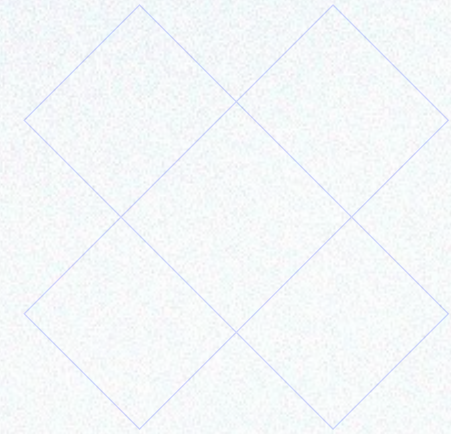
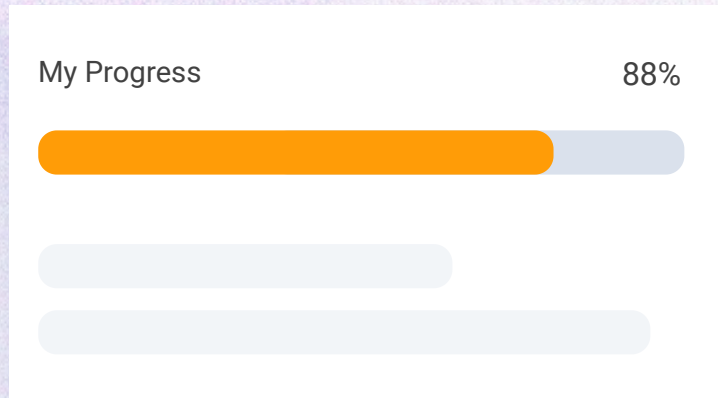
→ OKR Example for an Email Marketing Executive

Objective : Building a relevant email list to target the right audience for our growth

Key Results :

- 3% email bounce rate from 5%
- 1000 new leads' emails via download forms on the gated content gathered
- 1000 signups from the "email" source increased from 500

Sales OKR Examples



🔗 OKR Examples for Sales Leadership

Objective 1 : Achieve record revenues to increase business profits for our growth

Key Results :

- \$100K revenue growth from \$50k
- 15% sales increase from 10% in the European market
- 55% rise in gross profit margin from 48%

Objective 3 : Build new strategic partnerships and channels to drive referrals and business growth

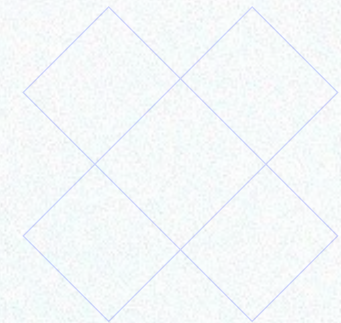
Key Results :

- \$75K revenue to be increased from \$50K via partners
- 4 new resellers partnerships established
- 5 new consulting firms to be partnered

Objective 2 : Grow our new bookings pipeline to increase business sales in the European market

Key Results :

- 300 MQLs from 150 MQLs
- 35% increase in SQL from 25%



🔗 → OKR Example for a Sales Manager

Objective : Strengthen sales team to help sales reps target and close the best deals

Key Results :

- Average time to convert a prospect into a client reduced from 30 days
- 30% improvement in sales from 10%
- 3 new training programs to be conducted for sales reps

🔗 → OKR Example for an Account Executive

Objective : Increase key stakeholder engagement in accounts to convert more leads into clients

Key Results :

- 25% lead conversion rate improved from 25%
- 90 days of 30 emails sent from 25 sent
- 12 weeks with five discovery meetings held each week

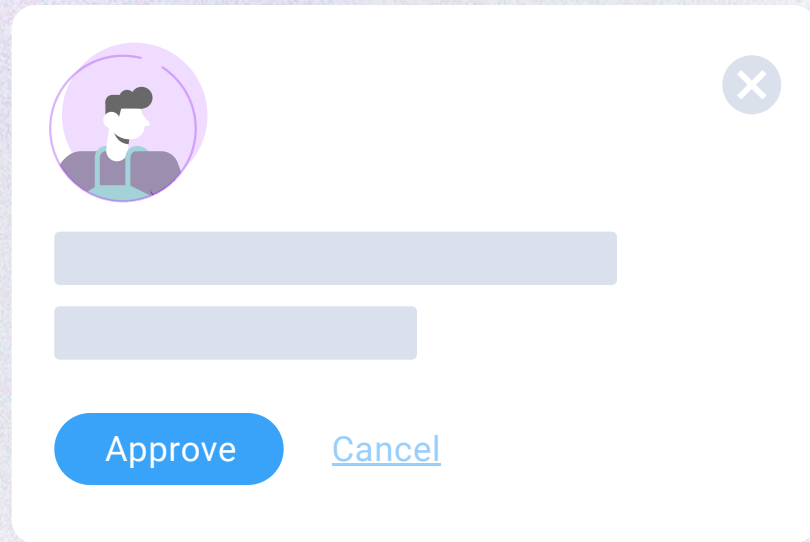
🔗 → OKR Example for a Sales Representative

Objective : Increase inbound lead processing to meet targets for our growth

Key Results :

- 12 weeks of 100% inbound requests addressed within 24 hours from 48 hours
- On-page chat response reduced from 120 seconds
- 15% increase in the number of weekly demos from 10%

Business Operations OKR Examples



→ OKR Examples for Business Operations Leadership

Objective 1: Adopt the latest technology to boost the efficiency of all processes to accelerate our speed and quality

Key Result :

- 10 new business tools to be launched
- 5 new training sessions on new tools and technologies planned
- Business productivity increased from 50%

Objective 3 : Enhance our processes and people to meet the growing demand effectively and efficiently

Key Results :

- 100% of all four processes documented, i.e., a total of 400% process documentation
- 85% of OKRs planned achieved
- 100% CSM hired

Objective 2 : Increase efficiency of business operations to ensure better customer retention

Key Results :

- 30% increase in all technology operations' capacity
- 40% increase in supply chain capacity
- 20% profit margin to be attained through production efficiency

→ OKR Example for a Business Operations Manager

Objective : Support GTM teams with highly efficient revenue operations to address the company's existing workflow and maximize revenue

Key Results :

- 80% customer and user data in Salesforce grown from 60%
- \$55K pipeline velocity increased from \$40K
- 1 weekly hour of manual effort decreased from 3 hours

👉 OKR Example for a Business Operations Delivery Manager

Objective : Expand our capacity to deliver excellent services to make our business more sustainable

Key Results :

- 20 new services to be delivered by Global Operations team
- 30% business efficiency boosted because of financial and operational dashboards
- 5 new service delivery team members hired

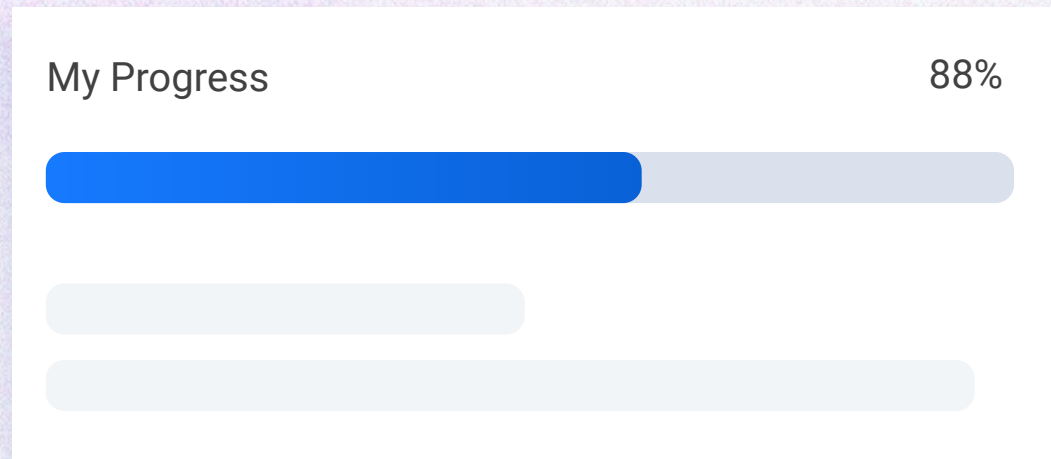
👉 OKR Example for a Business Operations Executive

Objective : Manage day-to-day operations to ensure consistent and seamless delivery of business processes

Key Results :

- 5% expense cost reduced from 10%
- 3 company-wide audit on variable expenses to be conducted
- 80% participation in the company-wide survey regarding remote work to be attained
- 5 complaints and negative feedback per quarter decreased from 15; making the annual goal to be 20 complaints

Human Resource OKR Examples



→ OKR Examples for HR Leadership

Objective 1: Take new initiatives for training and development to foster employees' professional growth

Key Results :

- 4 hours to be spent on self-learning and development training
- 1 month of training to recruits on company's policies and culture
- 5 project management and leadership training programs to be organized for new managers

Objective 3 : Improve our employee benefits program to augment their experience

Key Results :

- 100% of vendor selection process to be completed
- 175 out of 200 employees to be enrolled in the employee benefits program
- 3 months of benefits budget to be allocated below \$500 per team per member every year

Objective 2 : Create a people-first company culture to translate employee success into organizational success

Key Results :

- 90% Engagement score increased from 75%
- 15% of new roles to be filled through promotions
- 3 new core values to be redefined based on employee feedback

👉 OKR Example for an HR Manager

Objective : Ensure OKR adoption across teams to promote collaboration and timely goal attainment

Key Results :

- 100% of employees get OKR training
- 80% approval rating accomplished on employee survey of OKR effectiveness
- 60% completion rate for the first OKR cycle

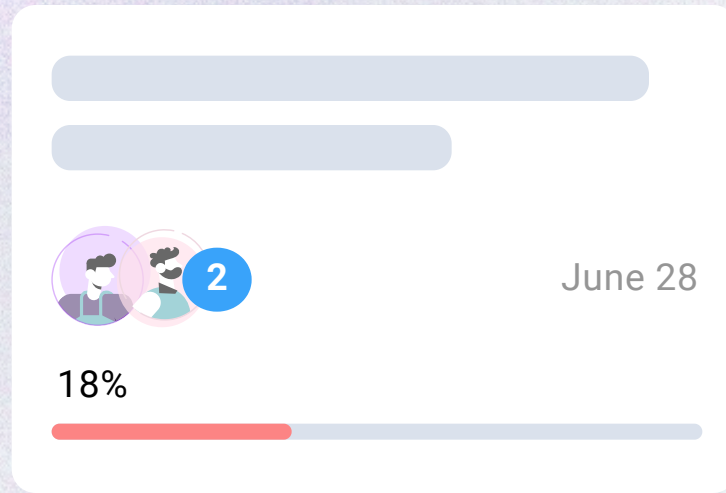
👉 OKR Example for an HR Associate

Objective : Manage new COVID-19 related operations to keep employees well-informed, safe, and healthy

Key Results :

- 12 weeks of virtual HR Connects to be conducted with all employees globally
- 80% HR support operations' efficiency improved from 68%
- 10 medical practitioners for employees' online consultation

Finance OKR Examples



🔗 OKR Examples for Finance Leadership

Objective 1: Optimize and improve our annual budgeting process to smoothen financial operations

Key Result :

- 5 department heads trained on the new process
- 6 departments' budget proposals reviewed
- 10 leads signed off on the new budget

Objective 3 : Simplify financial reporting procedures to make them highly informative and transparent

Key Results :

- 5 new financial team members hired
- 6 hours payment processing time from 10 hours
- 100% of our financials to be achieved

Objective 2 : Pass all external audits successfully to strengthen shareholders' confidence and build more credibility

Key Results :

- 10 audit findings reduced from 15
- 4 weeks of audit delivery decreased from 2 months
- 100% of customer and vendor contracts to be filed in appropriate Dropbox repositories

🔗 OKR Examples for Finance Managers

Objective 1: Launch new quarterly budgeting plans to reduce cash burn

Key Results :

- 4 past quarterly budgets to be audited to hone budget plans
- 15-day budget approval process time reduced from 30 days
- 24 bi-weekly meetings held with the team

Objective 2 : Boost operational efficiency for effective financial management

Key Results :

- 45% of accounting operations' efficiency augmented
- 100% of a cloud-based bookkeeping system launched
- 70% of manual effort mitigated
- 6 business leaders using online dashboards

 **OKR Examples for Finance Executives**

Objective 1: Lay the groundwork for financial reporting and in-house accounting to stop outsourcing finance-related tasks

Key Results :

- 2 new hires onboarded
- 5 kinds of reports developed and set up in the ERP system
- 5 stages of the ERP implementation process completed

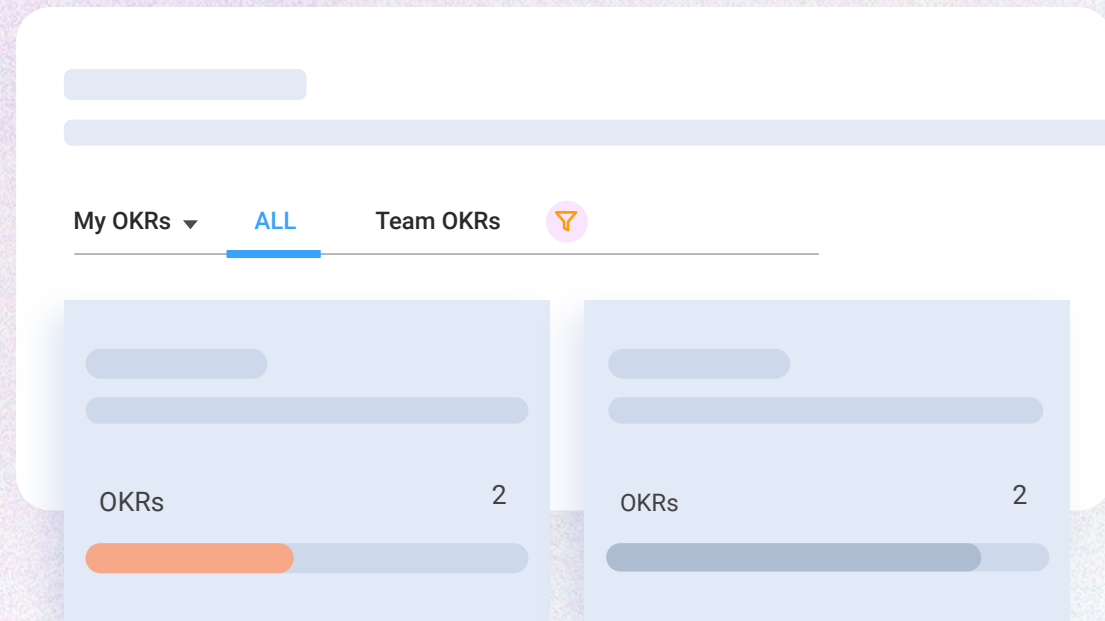
Objective 2 : Encourage remote work to mitigate office maintenance expenses

Key Results :

- Monthly budget on the office maintenance reduced from \$7000 to \$5000
- 100% of conveyance component removed from salary structure of employees
- \$1300 additional monthly income from renting out the office



Business Development OKR Examples



🔗 → OKR Examples for Business Development Leadership

Objective 1: Expand business to European markets to grow our market share

Key Results :

- \$100 million in global revenue target
- 12% customer churn rate reduced from 17%
- 35% rise in average deal size via upselling

🔗 → OKR Examples for Business Development Account Manager

Objective 1: Demand generation from existing accounts to boost brand building

Key Results :

- 3 new opportunities generated from existing accounts worth \$100K
- \$125k in pipeline generated from new stakeholders
- 125 existing customers connected with

Objective 2 : Strengthen customer relationships and their flow to accelerate business

Key Results :

- 25% conversion rates on qualified leads increased from 20%
- 30% client retention rate from 24%
- \$500,000 to hit in cross-selling revenue

Objective 2 : Support team development and monitoring to meet and exceed quotas

Key Results :

- 15 QALs from the inside sales team
- 5 SALs from the inside sales team
- \$100,000 in upsells



👉 OKR Example for a Business Development Manager

Objective : Improve prospect qualification process to target the right people

Key Results :

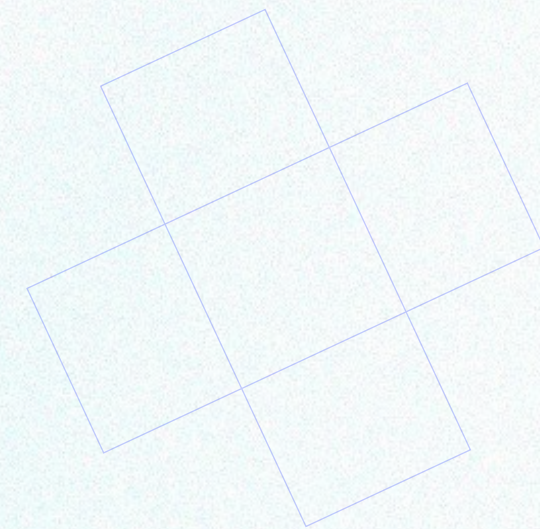
- \$120K in new sales opportunities attained
- 100 new virtual meetings with prospects planned
- 59% of inbound leads reaching the discovery stage in 5 days increased from 47%

👉 OKR Example for a Business Development Executive

Objective : Demand generation to increase audience size for business growth

Key Results :

- 50 QALs targeted
- 10 SALs from QALs (new and previous) generated
- 1 new unique lead via Account-Based Marketing generated



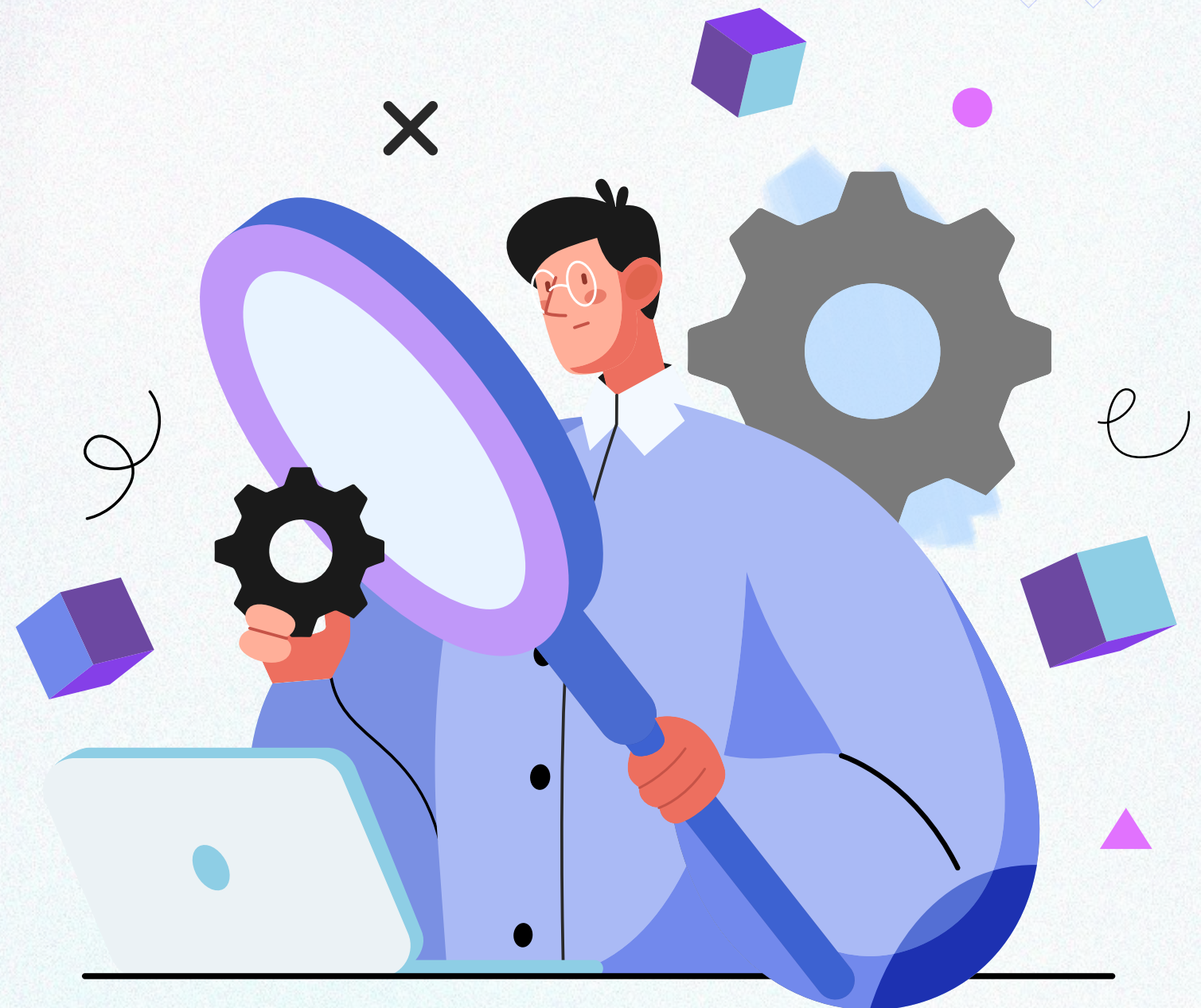

Engineering OKR Examples

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> 3 Key Result(s) Unlock:OKR



🔗 OKR Examples for Engineering Leadership

Objective 1: Boost efficacy of QA processes to boost production

Key Results :

- 80%-unit test coverage surged from 55%
- 100% QA processes standardized before a release
- 1 bug in production decreased from 3

Objective 3 : Improve system reliability to ensure high-quality output

Key Results :

- 70% productivity increased from 50% by deploying modern software and tools
- 3 software configurations and system utility training
- 5 failure rates during peak hours to be reduced from 15

Objective 2 : Build a high-performing team to grow business via increased production

Key Results :

- 15 new engineers hired
- 15% improvement in performance metrics for all employees
- 40% of coding employees attained skills via organizing coding events

🔗 OKR Example for an Engineering Manager

Objective : Achieve a higher NPS score to improve customer retention

Key Results :

- 24 hours of customer service response time reduced from 36 hours
- 2.2 seconds page load time reduced from 5.7 seconds
- 3 meetings with CS team to review NPS

🔗 → OKR Examples for Engineering Associates

Objective 1: Increase user engagement consistently to increase product adoption

Key Results :

- 2400 Daily active users increased from 2000
- 5 new integration features with the third-party software introduced
- 10 real-time daily updates through Notifications feature increased from 5

Objective 2 : Utilize a scalable online platform to drive successful operations

Key Results :

- 15% increase in Integrity risk and database security mitigation metrics
- 24 hours average response time to customer queries mitigated from 48 hours
- 48-hour ticket resolution time reduced from 36 hours

About

Unlock:OKR

Unlock:OKR, a funded enterprise B2B company, is the industry leader in OKRs and goal management. Our mission at Unlock:OKR is to enable teams to focus, align, and execute their strategic goals using the OKR framework and create a culture of transparency and agility.

The product, a goal management solution, is easy to use and supports the OKR framework used by popular tech companies like Google and LinkedIn. Unlock:OKR embeds itself in users' daily workflow with rich integrations and provides intelligent insights to identify and address goals that might be at risk before it's too late. Unlock:OKR has received positive customer feedback and is trusted by global brands like Cherwell & Alcon. Headquartered in New Jersey, Unlock:OKR has been named one of the fastest-growing companies.

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