Unlock:OKR

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 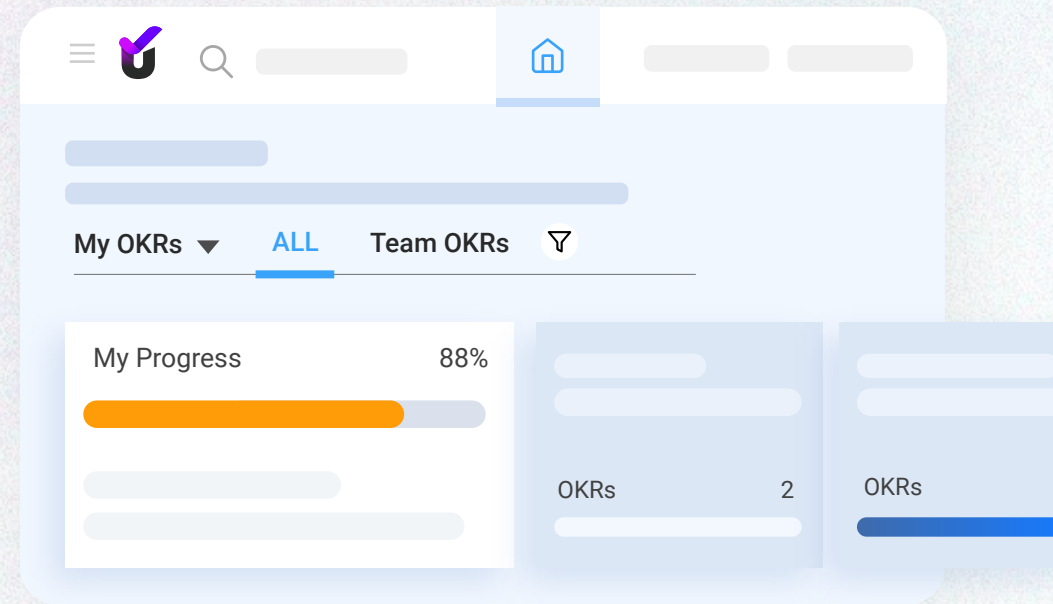write quality OKRs. We have enlisted 50+ OKR Examples by the department to give you a sneak peek into what your OKRs should look like.

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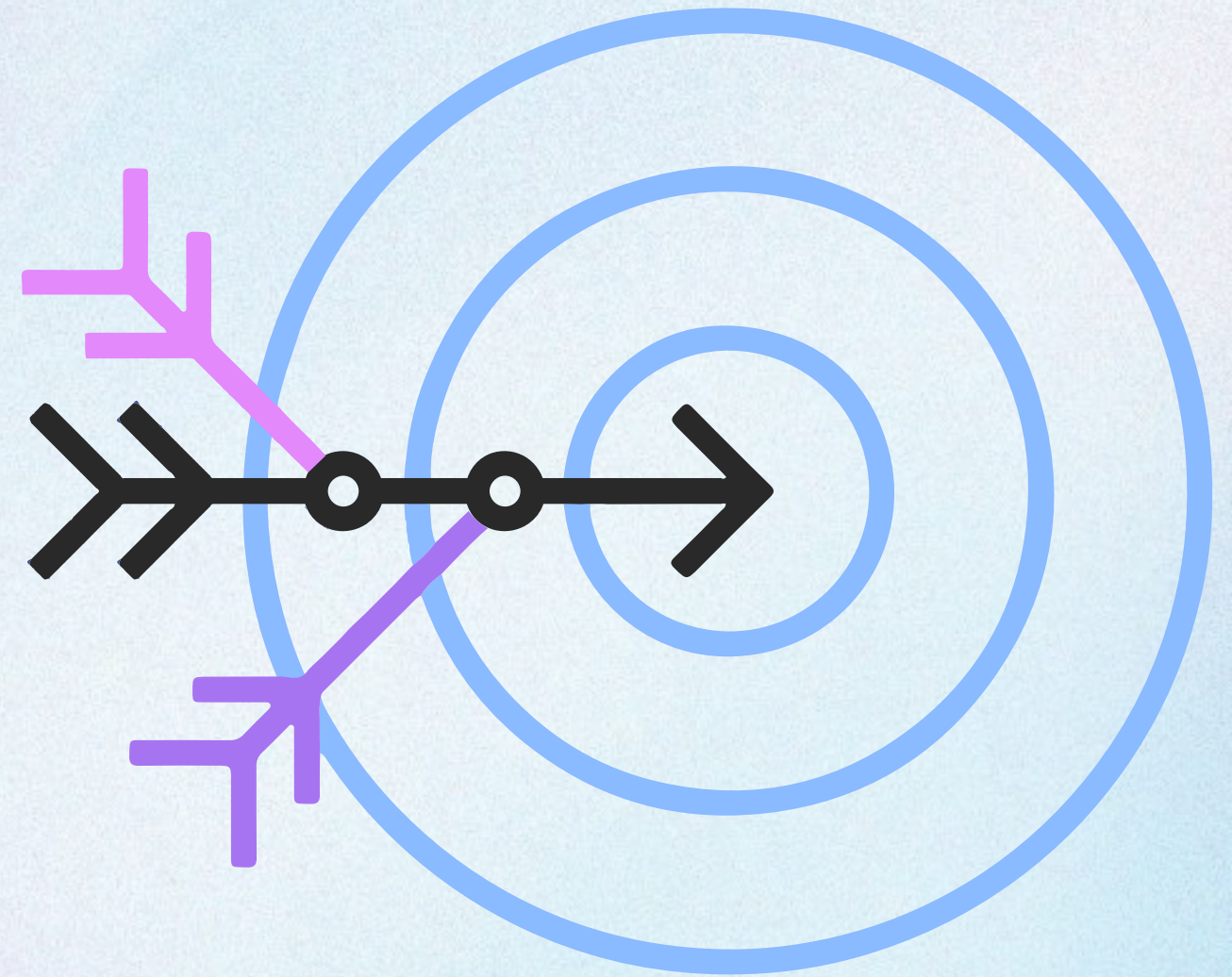
Key Pointers on Writing OKRs

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 basics of objectives and key results, it is time to start writing your OKRs with these OKR examples by the department.
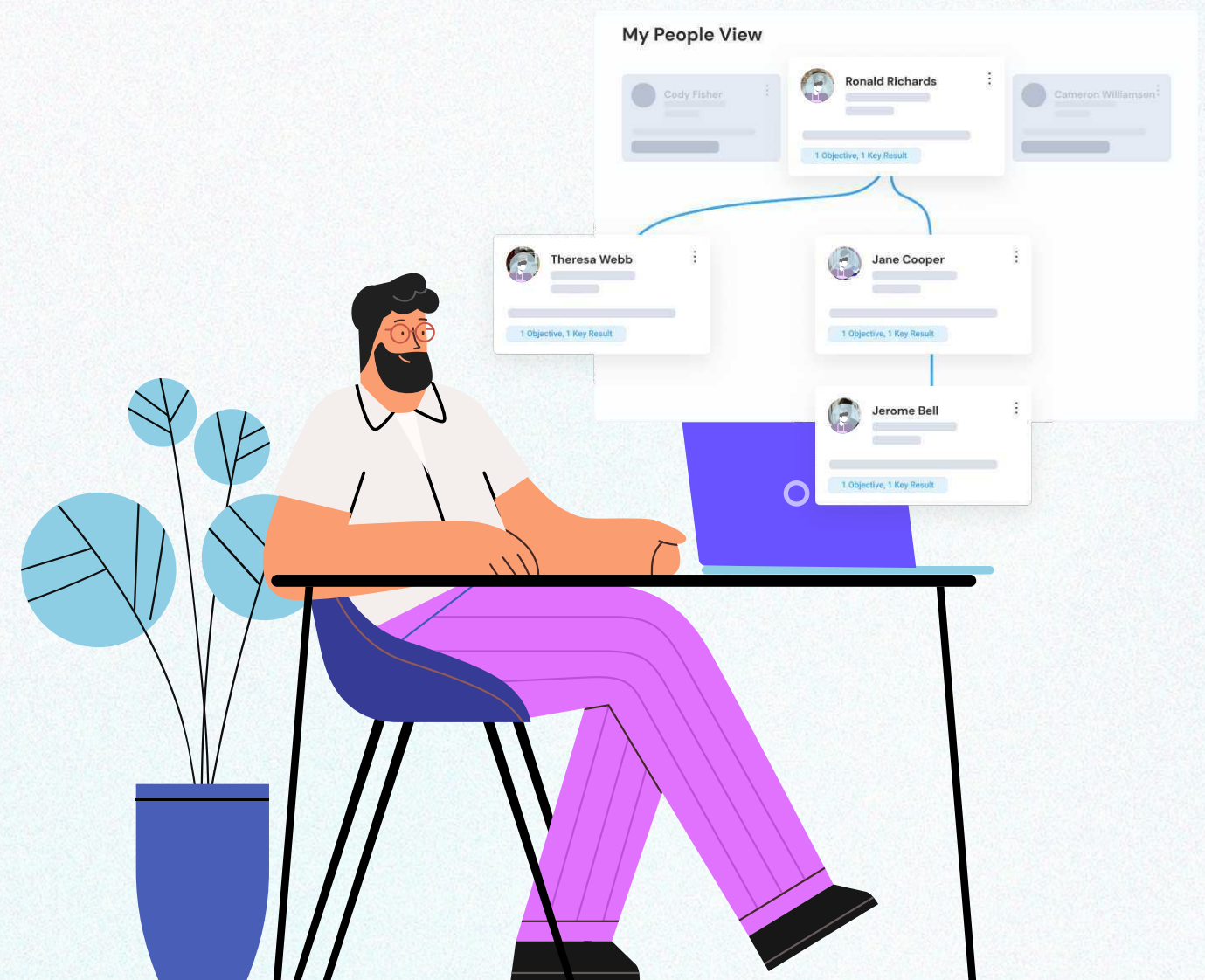
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OKR Example for Chief Executive Officer (CEO)

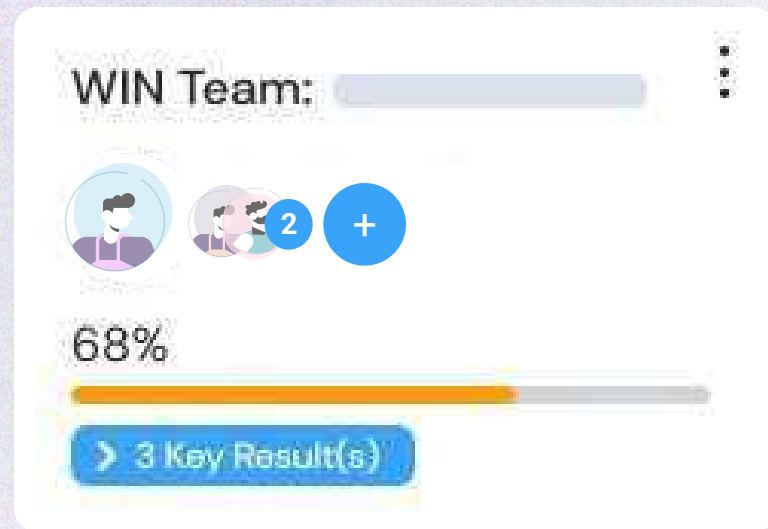**Objective :** Expand the business faster to emerge as a sustainable business leader

Key Results :

- $230M in bookings increased from $150M

- 86% gross revenue retained

- $970M Annual Recurring Revenue (ARR)

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Marketing OKR Examples

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⊖→ 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%
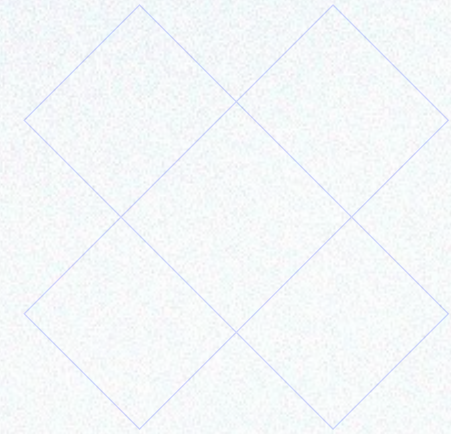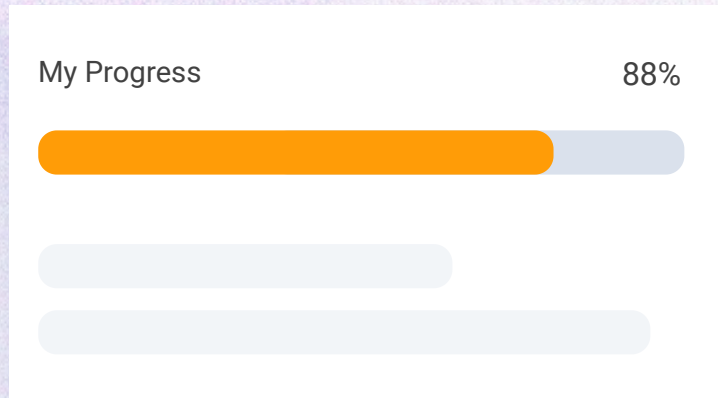
OKR Example for an Email Marketing Executive

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

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Sales OKR Examples

My Progress   88%

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⊝→ 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
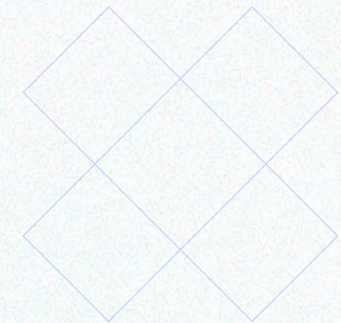
Key Results :

- $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%

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⊙→ 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 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%

⊙→ 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

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Business Operations OKR Examples

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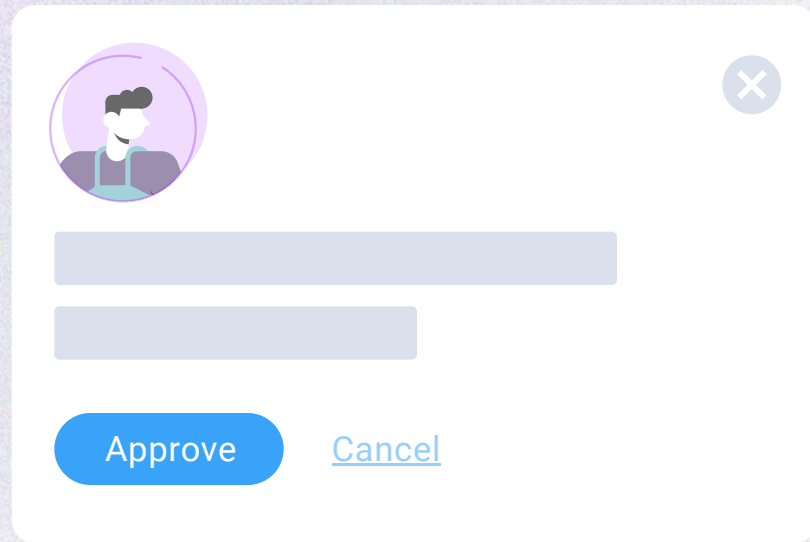
⊙→ OKR Examples for Business Operations Leadership

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

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⊙→ 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

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Human Resource OKR Examples

My Progress 88%

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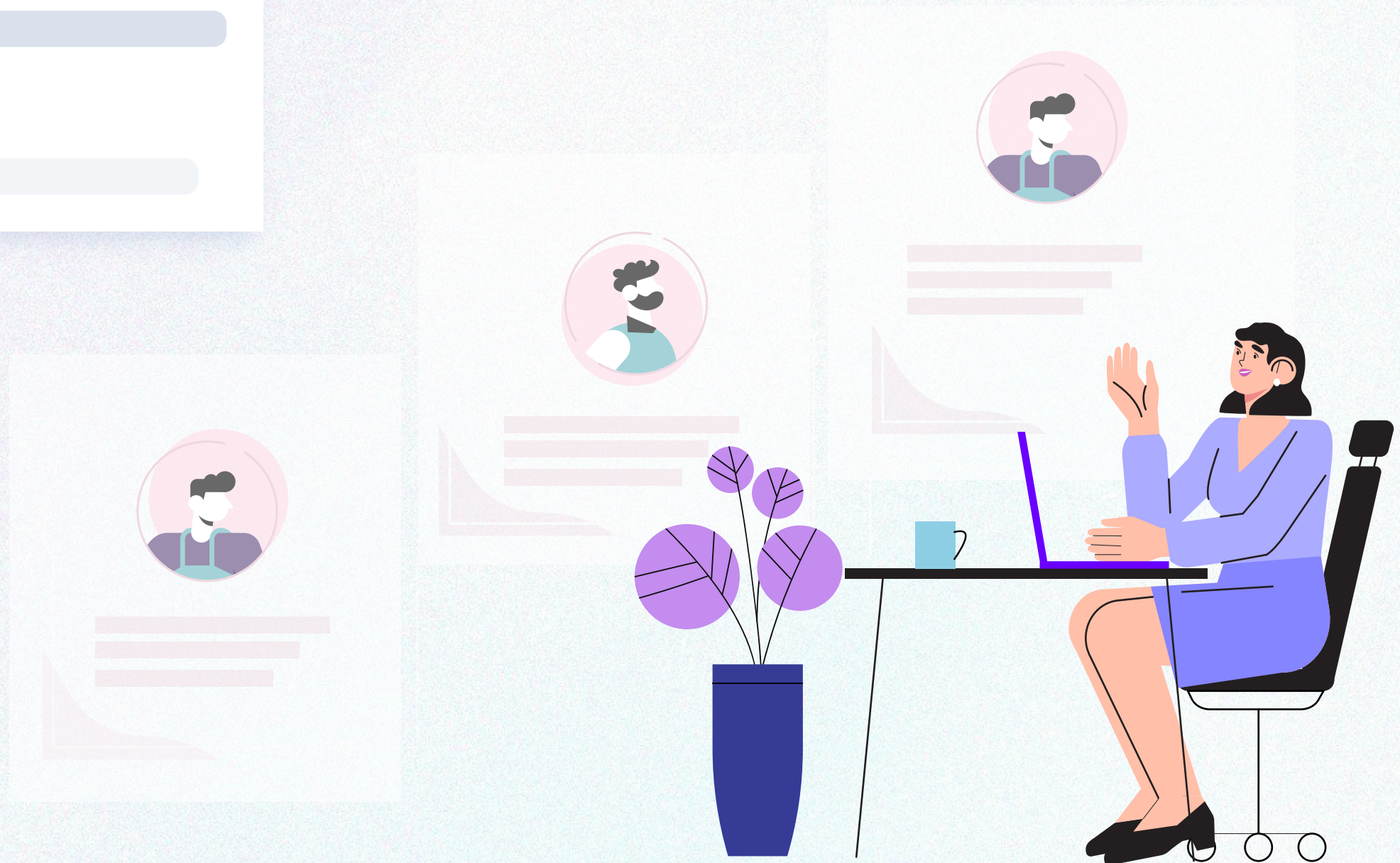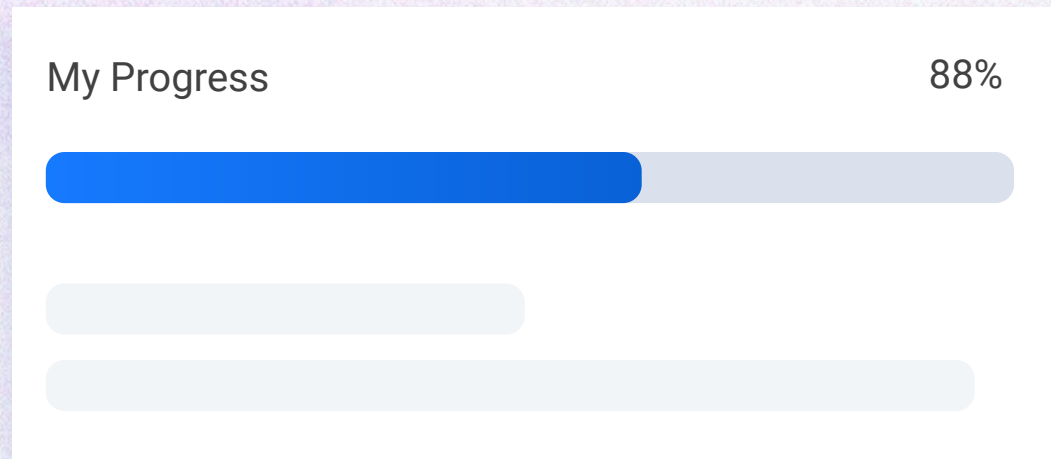
⊖→ OKR Examples for HR Leadership

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

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⊙→ 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

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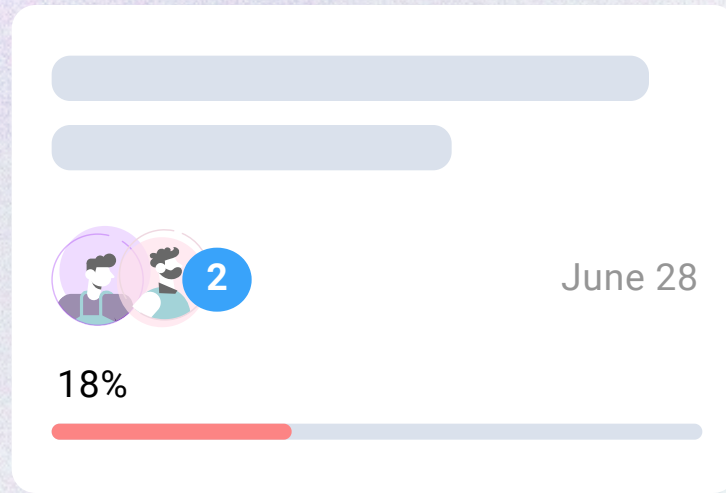
⟜→ OKR Examples for Finance Leadership

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

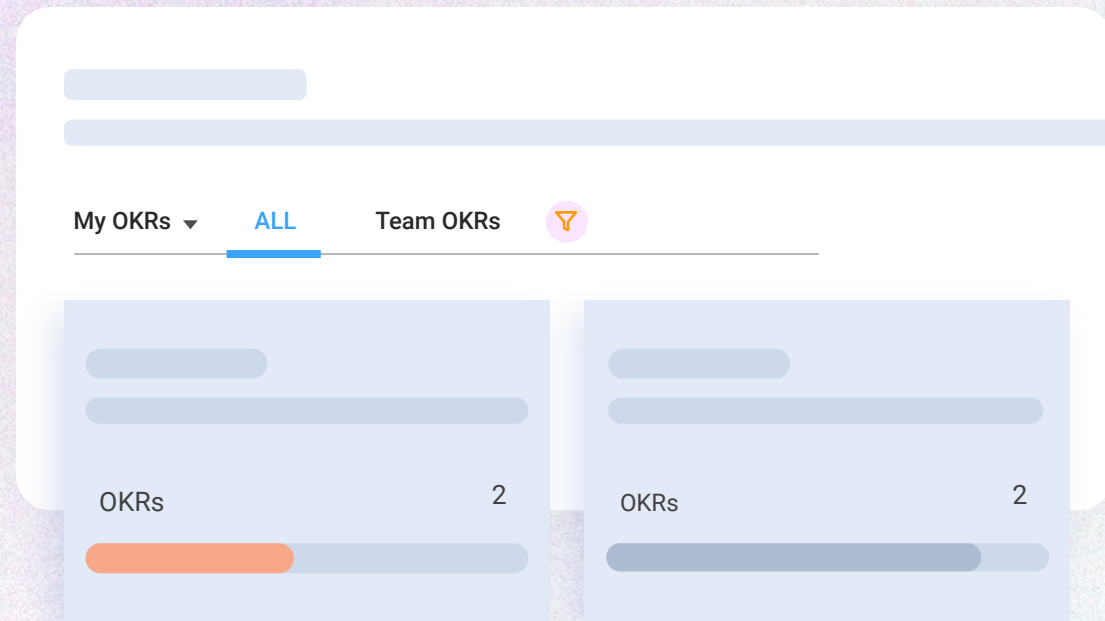**Objective 2 :** Encourage remote work to mitigate office maintenance expenses

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

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Business Development OKR Examples

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⊙→ 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

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→ OKR Example for a Business Development Manager

Objective : Improve prospect qualification process to target the right people
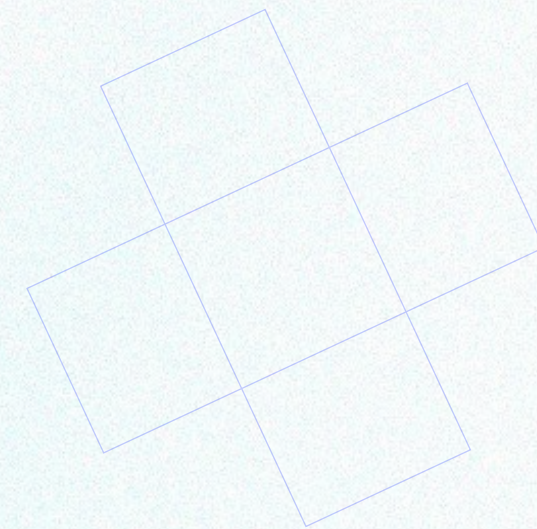
Key Results :

- $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

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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

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⊙→ 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

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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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