

Does your team know what success looks like this quarter?

Most teams are busy. Few are aligned. In the next 30 minutes you'll learn how OKRs fix that — and draft your first one.

PART 1

First — does any of this sound familiar?

The everyday symptoms of a goal problem

The 4 signs your team has a goal problem



Busy, but disconnected

Your team works hard — but it's unclear how the work connects to company goals.



Can't show impact

Leadership asks for progress and you struggle to point to measurable results.



Pulling in different directions

Teams chase their own priorities with no shared definition of success.



OKRs that don't stick

You've heard of OKRs but every attempt fizzles out by mid-quarter.

None of these is a productivity problem...

They're all the same root issue: work is organized around activity (what we do) instead of outcomes (what we change). OKRs fix exactly that.

PART 2

The fix: think in outcomes, not output

Objectives, Key Results, and the shift that makes them work

Output vs Outcome thinking

An **OUTPUT** tells you what you did.

✗ We delivered all the tasks

✗ Our relaunch is done

✗ I studied for the test

An **OUTCOME** tells you the value it created.

✓ Did the customer get any value?

✓ Did it bring more customers and sales?

✓ Was it enough to pass?

So what exactly are OKRs?

Objectives and Key Results — a framework for setting, tracking and communicating the goals and value a team creates.

Objective

WHERE do we want to go?

- A simple, inspiring goal that sets direction
- Qualitative — not a number
- Focused on customer & business value

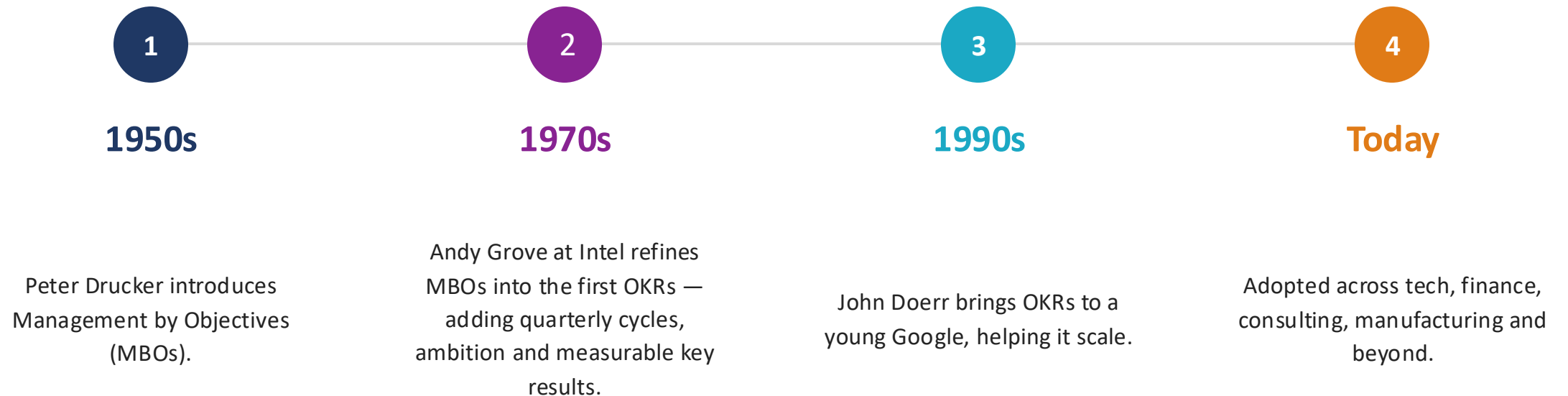
Key Results

HOW do we measure if we get there?

- Measurable outcomes — not tasks
- Quantitative — a number that moves
- Lead metrics you can actually influence

Where OKRs come from

A proven idea, refined over 70 years — not a passing trend.



Who uses OKRs

Some of the world's most successful companies run on OKRs:



From tech giants to airlines and consultancies — the framework scales across industries.

Why it works — by the numbers

83%

of companies using OKRs report clear benefits to their organization

39%

more likely to achieve their goals than companies without OKRs

~60%

adopt OKRs as part of a change or transformation initiative

2.5–4×

faster growth reported by teams with well-implemented OKRs

Sources: OKR Impact Report; industry adoption studies, 2022–2026.

A worked example

Objective: Our in-store customers are happier through better, faster service.

The 3 promises hidden in it → become Key Results:

Happier

Customer NPS rises from 7 to 9 by end of Q3

Better

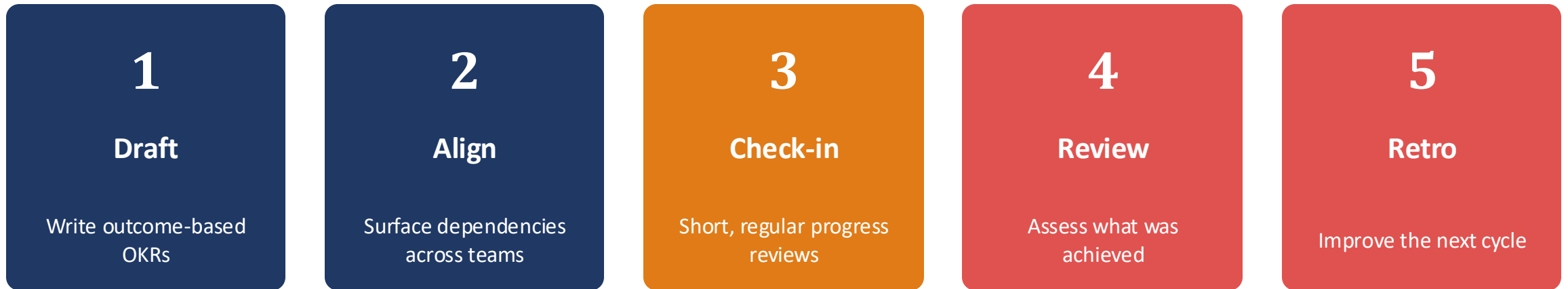
Customer-experience-trained staff up from 25% to 70% by Q4

Faster

Average wait time drops from 17 to 10 minutes by Q4

Why most OKRs fail — and how to make them stick

Drafting OKRs is the easy part. They stick when you run them as a cycle, not a one-off:



The teams that win don't just set OKRs once — they keep steering.

PART 3

Your turn — write your first OKR

Grab the free worksheet and draft one right now

Free download: 'Write Your First OKR' worksheet

4 quick steps on one page:

1

Pick a priority

What matters most this quarter?

2

Write the Objective

Who benefits · what value · what future state

3

Find the promises

Underline every promise in your Objective

4

Turn each into a Key Result

One measurable number per promise

Download the worksheet

Pause the video, fill it in, and you'll leave today with a real OKR you can use with your team.

[Link in the description ↓](#)

PART 4

Go further with the Implementing OKRs Mastercourse

When you're ready to roll OKRs out for real

By the end of the mastercourse, you'll walk away with:

- ✓ Your first fully drafted OKRs — ready to use with your team
- ✓ Proven templates you can plug straight into your team or company
- ✓ A step-by-step roadmap, refined from 100+ real implementations
- ✓ An OKRs AI Tutor to draft, refine and improve your OKRs anytime
- ✓ A certificate of completion to validate your OKRs expertise

Built on 15 years of real enterprise experience

15+

Years of enterprise & OKR
experience

100+

Real-world implementations

15k+

Professionals trained across
frameworks

Trusted by professionals across Finance · Consulting · Manufacturing · Logistics

Turn strategy into measurable results.

With OKRs that actually work.

[Start the Implementing OKRs Mastercourse →](#)