

OKRs - EXAMPLE - QUARTERLY

Completed

In-Progress

Risk

Not
Started/Planned

CARE Items	Objective	KPIs	Q1/Q2: Results
<p>Community</p> <p>Owner: XXX</p>	Build Successful Community		<p>1.Strategy and Timeline: Done</p> <p>2.Outreach to launch council: In-Progress</p> <p>3.Seed the community: In-Progress</p> <p>4.Pick Platform: Risk - Timing-EOD Monday -No-Started</p> <p>5.Launch: X/xxx In-Progress</p>
<p>Advocacy</p> <p>Owner: XXX</p>	Build Advocacy Program		<p>1 Happy Hour Event: Done</p> <p>2.Present Plan: Done</p>
<p>Resources</p> <p>Owner: XXX</p>	Build out extensive resource center		<p>1 Identify v1 content: Done</p> <p>2.Tag and categorize content: No-Started</p> <p>3.List out content creators: in-Progress</p> <p>4.Identify process and tool: @ Risk</p>
<p>Education</p> <p>Owner: XXX</p>	Build		<p>1.Strategy and Timeline: Complete: Done</p> <p>2.Recommend platform: : Done</p> <p>3.Develop Courses (v1) Not Started In-Progress</p>

OKRs

What are OKRs?

OBJECTIVES AND KEY RESULTS

OKRs are a management methodology which helps to ensure that your company focuses efforts on the same important issues throughout the organization.

OBJECTIVES

An Objective is what you want to accomplish.

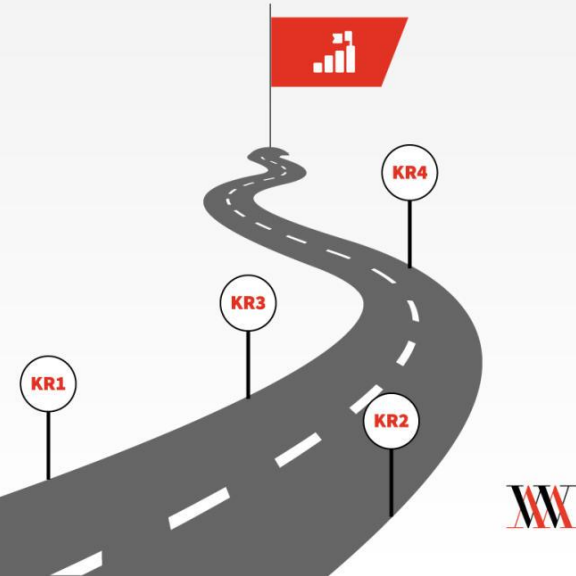
A good Objective is significant, concrete, action-oriented and inspirational. Can be set annually or over an even longer-term.

KEY RESULTS

Key Results are how you will accomplish it.

Good Key Results are specific, timebound, aggressive yet realistic measurable and verifiable. Can be set quarterly and evolve as work progresses.

What Matters



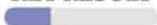
OKR



OBJECTIVE



KEY RESULT




KEY RESULT



KEY RESULT



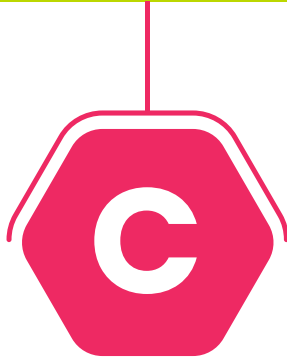
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- ACTION
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IT BEGINS WITH 'CARE' - ING

Make a big impact with our professional slides and charts



COMMUNITY

Groups, Forums, AMAs,
Ideation and more



ADVOCACY

Fan Base, Top 100,
CMO Area, Advisors,
Mastermind coaching



RESOURCES

Topic Based (CABs, etc.)
and Different Formats
(Templates, etc.)

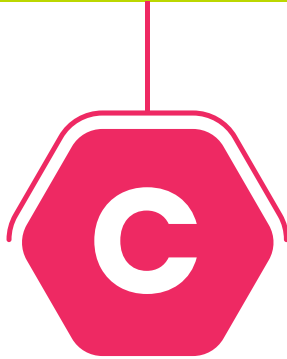


EDUCATION

Live and On-Demand, & Base
and Practitioner Led &
Highlight ours and others.

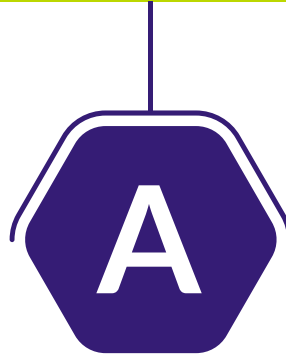
IT BEGINS WITH 'CARE' - ING

Make a big impact with our professional slides and charts



COMMUNITY

Discussion Forums
User Groups
MeetUps



ADVOCACY

Fan Base
Top 100,
CMO Area, Advisors,
Mastermind coaching



RESOURCES

Templates
Webinars
Reports
Research



EDUCATION

Academy
Webinars
Enablement Tools

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