



How to Use this Document:

We've collected 45 examples of great OKRs, covering a range of topics and job functions. Learn how it's done and then start writing great OKRs for your company!



45 Examples of Great OKRs



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In this guide, we cover OKRs for...

1. Company Goals
2. Sales
3. Marketing
4. Product
5. SEO
6. Human Resources
7. Software Engineering

45 OKR Examples - How To Write Effective OKRs in 2021

Company Goals

Example 1

Objective: Make the company profitable

Key Result 1: Increase our MRR (Monthly Recurring Revenue) by 10%

Key Results 2: Sustain 98% of our customers through annual subscription renewals

Key Results 3: Develop a new competitive tiered pricing structure

Example 2

Objective: Improve our development process for better product

Key Results 1: Reduce our current process from 15 steps to 10 steps

Key Results 2: Improve the quality assurance standard

Key Results 3: Transfer our front-end development to best version available

Example 3

Objective: Our company is rated as the #1 workplace

Key Results 1: Improve our NPS score to +90

Key Results 2: Maintain healthy retention of employees

Key Results 3: Reinforce our brand image in local tech community

Sales

Example 4

Objective: Increase recurring revenue by 10% from last quarter

Key results 1: Increase sales qualified leads by 5%

Key Result 2: Lead to close rate increases by 2.5%

Key Result 3: Target of \$300,000 new sales

Example 5

Objective: Dominate sales like a rock star

Key result 1: Increase upsell revenue by 5%

Key result 2: Be a demo champion (100 demos/month)

Key result 3: Close \$75k in new sales

Key result 4: Define sales-success customer journey map process using new personas

Marketing

Example 6

Objective: Increase inbound marketing leads

Key result 1: 20% increase of demo requests via PPC landing pages

Key result 2: 10% boost in conversions from webinar attendees

Key result 3: 2x eBook downloads over last month



Example 7

Objective: Drive more traffic to product landing page

Key result 1: Double visitors to marketing website via organic search

Key result 2: 20% click-through to landing page via newsletter

Key result 3: 5% increase in time spent on landing page

Example 8

Objective: Improve blog content quality

Key result 1: 25% increase in blog subscribers

Key result 2: 20% increase in time spent on page

Key result 3: 10% increase in blog content shares on average

Example 9

Objective: Engage with industry thought leaders for press

Key result 1: 5 interviews with industry influencers

Key result 2: 3 of 5 interviews published on recognized publications like Forbes, Inc etc.

Key result 3: 2 joint webinars with industry thought leaders

Example 10

Objective: Increase company brand recognition

Key result 1: 3 positive reviews from industry thought leaders

Key result 2: 10% increase of marketing prospects from sponsored industry events

Key result 3: 20% increase in PPC ad click-through demo request conversions

Example 11

Objective: Improve email marketing efforts

Key result 1: 2x webinar registrants through email invitation

Key result 2: 25% increase in e-book download via email click-through

Key result 3: 10% increase in demo requests referred to email content

Example 12

Objective: Create weekly newsletters for marketing leads

Key result 1: 40% click through rate on average for every newsletter

Key result 2: 20% of newsletter readers convert to demo requests

Key result 3: 10% customer conversion rates for newsletter referred demo requests

Example 13

Objective: Increase outbound marketing efforts 2x over last quarter

Key result 1: 100+ new marketing prospects from speaking engagements

Key result 2: 10% increase in demo requests from sponsored events

Key result 3: 2x social media engagement via event hashtags

Example 14

Objective: Run a successful industry conference this quarter

Key result 1: 100+ conference attendees

Key result 2: 10+ conference sponsors

Key result 3: 10% increase in marketing leads generate via conference

Example 15

Objective: Improve event booth traffic

Key result 1: Collect 2x contact info of marketing leads over the last event

Key result 2: Successful prize draw attracting 20% increase in participants

Key result 3: Boost website visit rate by 10% after event

Example 16

Objective: Increase social media reach

Key result 1: Double social media reach from last quarter

Key result 2: 40% increase in Quora answer reads

Key result 3: 10% increase in blog reads via social media shares

Example 17

Objective 2: Improve social media engagement

Key result 1: 10% increase of comments in LinkedIn industry discussions

Key result 2: 25% increase of blog reads via Facebook

Example 18

Objective: Boost referrals via social media

Key result 1: 2x website visitors referred via social media

Key result 2: 10% increase in demo requests via social media compared to last quarter

Key result 3: 2x landing page click-throughs via promoted Twitter posts

Product

Example 19

Objective: Improve overall product usability

Key result 1: Release 2 product updates that improve core feature adoption by 5%

Key result 2: X-feature retention increases to over 50%

Example 20

Objective: Improve first user experience

Key result 1: Identify and implement core metrics that measure new user success

Key result 2: Run 3 user studies focused on first user experience

Key result 3: Improve desirable outcome rates by 50%

SEO

Example 21

Objective: Optimize SEO ranking for focus keyword X

Key result 1: Long-form content with focus keyword X ranked on the first page of Google

Key result 2: 2x reads on SEO content compared to last quarter

Key result 3: 2x backlinking of SEO content on external sites compared to last quarter

Example 22

Objective: Outrank Competitors for keyword Y

Key result 1: Webinar featuring keyword Y ranks above competitor video on Youtube

Key result 2: Content with keyword Y ranked on the first page of Google

Key result 3: eBook featuring keyword Y downloaded 100x in the first week

Example 23

Objective: Begin to rank for product feature Z

Key result 1: Shares of content about feature Z double compared to last month

Key result 2: Publish feature Z content on Forbes (and other high SEO quality sites)

Key result 3: Reach #10 on the first page of Google for feature Z

Human Resources

Example 24

Objective: Successfully implement OKR methodology

Key result 1: 100% participation in OKR implementation training

Key result 2: 70%+ positive employee feedback after 3 months of implementation

Key result 3: Shorten OKR training process for new hires by 1 week

Example 25

Objective: Improve employee engagement

Key result 1: Increase employee satisfaction by 20% as reflected in quarterly engagement survey

Key result 2: Implement 20% additional employee engagement activities

Key result 3: Managers double positive feedback received from employees

Example 26

Objective: Improve employee retention

Key result 1: Reduce voluntary employee termination by 20%

Key result 2: Conduct exit interviews with 100% of voluntary termination employees

Key result 3: Identify 10% of at risk employees during performance review process

Example 27

Objective: Improve recruiting process

Key result 1: Reduce average time to fill job vacancy by 7 days

Key result 2: Increase competency interview questions by 10%

Key result 3: Decrease cost per hire by 10%

Example 28

Objective: Boost staff career development

Key result 1: 20% increase participation in voluntary career mapping exercise

Key result 2: Boost internal promotion rate by 5% over the quarter

Key result 3: Complete implementation of new career mentoring initiative

Example 29

Objective: Improve salary competitiveness

Key result 1: Have clear salary levels for 70% of employees

Key result 2: Use of 3 additional industry salary reports for comparison

Key result 3: 70% of employees have salaries on par with industry rates

Example 30

Objective: Increase benefits satisfaction

Key result 1: 50% improvement in 'benefits' category of employee satisfaction survey

Key result 2: Benchmark current employee benefits with current industry standards

Key result 3: Reduce employee health care expenses by 10%

Example 31

Objective: Demonstrate work-life balance

Key result 1: Achieve 100% participation in company organized activities

Key result 2: Increase health days taken by 10% as documented

Key result 3: Increase corporate social responsibility initiatives to once a quarter

Example 32

Objective: Increase average employee tenure

Key result 1: Average tenure of employees extended from 2 to 3 years

Key result 2: 10% increase in positive feedback through anonymous employee surveys

Key result 3: Internal promotion rate increase from 10% to 25%

Example 33

Objective: Hire top talent

Key result 1: 10% increase in job offer acceptance rate

Key result 2: 100% pass rate for new hire probations

Key result 3: Reduce contractors to 5% of workforce

Example 34

Objective: Improve performance of new hires

Key result 1: Shorten onboarding process by 1 week

Key result 2: Reduce new hire performance review cycle time

Key result 3: Improve mentor to new hire ratio to 1:3

Example 35

Objective: Boost employee productivity

Key result 1: Reduce employee absenteeism by 20%

Key result 2: 80% completion on average of employee KPIs/OKRs/MBOs

Key result 3: 100% participation on weekly employee progress check-in

Software Engineering

Example 36

Objective: Build a high performing engineering team

Key result 1: Increase performance capacity by 25% (Task: Hire 5 new back-end developers)

Key result 2: Develop and document performance metrics for engineering team

Key result 3: Attend 2 additional industry recognized conferences over last quarter

Example 37

Objective: Improve quality of development process

Key result 1: Implement process to assess development tools being used

Key result 2: Reduce the number of customers reported bugs by 25%

Key result 3: Increase mandatory educational development time to 1 week each quarter

Example 38

Objective: Increase data security

Key result 1: Reduce occurrences of data breach to zero

Key result 2: Increase data recovery rate to 100%

Key result 3: 50% decrease in data migration and backup time

Example 39

Objective: Improve company security

Key result 1: 100% attendance of security awareness staff training

Key result 2: 50% increase in security using new protocol for addressing product security issues

Key result 3: Implement a new antivirus system across company

Example 40

Objective: Improve quality of product releases

Key result 1: Reduce bugs found during development process by 20%

Key result 2: Improve unit testing coverage from 50% to 70%

Key result 3: Increase sprint capacity from 85 to 100 SP

Key result 4: Individual developers contribute 20% more code reviews by the end of every sprint

Example 41

Objective: Improve speed of feature releases

Key result 1: Increase length of QA testing phase before entering user testing phase by 2 weeks

Key result 2: Reduce reported bugs by 50% a week prior to feature release

Key result 3: Decrease of reported issues during development process by 25%

Example 42

Objective: Improve front-end speed

Key result 1: Ship X additional story points over last quarter

Key result 2: Reduce average lead time to X

Key result 3: Increase unit test coverage by X%

Example 43

Objective: Contribute to product quality

Key result 1: Increase code review time by 20 minutes each day

Key result 2: Increase time spent on learning new languages to 1 week each quarter

Key result 3: Ship 2 additional new front-end features this quarter

Example 44

Objective: Improve software application performance

Key result 1: Reduce API response time to 4s

Key result 2: Reduce average application response time to <450ms

Key result 3: Decrease code review times by half

Example 45

Objective: Hire top backend talent

Key result 1: Attend 2 additional technology meetups over last quarter

Key result 2: Improve recruiting process with new screening processes

Key result 3: Engineering OKR Examples for Performance