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45 OKR Examples

Write Effective OKR using these examples

HR center of excellence
by Paycor.

OKR stands for objectives and key results, which is a goal-setting method used to align daily employee tasks with company initiatives.

> Only 28% of workers feel fully connected to their company's purpose. OKRs were *designed to ensure employees know how they contribute* to larger company goals.
>
> – PwC

Use this list of examples to guide you and employees to motivate and align your employees.

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In this guide, we cover OKRs for...

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

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Leaders

EMPLOYEE EXPERIENCE
- HR
- LEARNING MANAGEMENT
- CAREER MANAGEMENT
- PULSE

WORKFORCE MANAGEMENT
- TIME
- PAYROLL
- TIME OFF MGR
- SCHEDULING

TALENT MANAGEMENT
- RECRUITING
- ONBOARDING
- COMPENSATION
- TALENT DEVELOPMENT

BENEFITS ADMINISTRATION
- BENEFITS ADVISOR
- ACA

MOBILE · ANALYTICS · ANALYTICS · MOBILE

About Paycor

Paycor creates Human Capital Management (HCM) software for leaders who want to make a difference. Our HCM platform modernizes every aspect of people management, from recruiting, onboarding and paying associates, to developing and retaining them. But what really sets us apart is our focus on business leaders. For over 30 years, we've been listening to and partnering with leaders, so we know what they need: HR technology that saves time, powerful analytics that provide actionable insights and personalized support. That's why more than 29,000 customers trust Paycor to help them solve problems and achieve their goals.

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