



## 45 OKR Examples

—  
Write Effective OKR  
using these examples





**OKR stands for objectives and key results. This goal-setting method empowers leaders to align daily employee tasks with long-term company initiatives.**

Only 28% of workers  
feel fully connected to their  
company's purpose.

-Harvard Business Review

**OKRs can help you change that.**

**Use this list of examples to set OKRs that will motivate and align your employees.**

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*In this guide, we cover OKRs for...*

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

### Company-Wide 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 top 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 the 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:** New sales reach or exceed \$300,000

#### Example 5

**Objective:** Increase customer upsell revenue by 5%

**Key Result 1:** Train the sales team on proven upselling strategies

**Key Result 2:** Launch three new upsell offers

**Key Result 3:** Increase average order value by 10%

### Marketing

#### Example 6

**Objective:** Increase inbound marketing leads by 10%

**Key Result 1:** Increase of demo requests via PPC landing pages by 20%.

**Key Result 2:** Boost conversions from webinar attendees by 10%

**Key Result 3:** Double monthly eBook downloads

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### Example 7

**Objective:** Drive more traffic to the product landing page

**Key Result 1:** Double visitors to the website via organic search

**Key Result 2:** Achieve a 20% click-through rate to the landing page via newsletter

**Key Result 3:** Increase average time spent on the landing page by 5%.

### Example 8

**Objective:** Improve blog content quality

**Key Result 1:** Increase blog subscribers by 25%

**Key Result 2:** Achieve a 20% increase in time spent on page

**Key Result 3:** Achieve a 10% increase in average shares of blog content

### Example 9

**Objective:** Engage with industry thought leaders for press

**Key Result 1:** Conduct five interviews with industry influencers

**Key Result 2:** Get three of five interviews published in recognized publications like Forbes, Inc., etc.

**Key Result 3:** Produce two joint webinars with industry thought leaders

### Example 10

**Objective:** Increase company brand recognition

**Key Result 1:** Receive and publish three positive reviews from industry thought leaders

**Key Result 2:** Increase marketing prospects from sponsored industry events by 10%

**Key Result 3:** Increase social media engagement by 20%

### Example 11

**Objective:** Improve email marketing efforts

**Key Result 1:** Double webinar registrants through email invitations

**Key Result 2:** Increase in e-book downloads via email click-through by 25%

**Key Result 3:** Increase demo requests referred through email content by 10%

### Example 12

**Objective:** Create weekly newsletters for marketing leads

**Key Result 1:** Achieve a 40% rate on average for every newsletter

**Key Result 2:** Convert 20% of newsletter readers into demo requests

**Key Result 3:** Achieve a 10% conversion rate on demo requests generated from newsletter referrals

### Example 13

**Objective:** Increase outbound marketing efforts 2x over last quarter

**Key Result 1:** Connect with 100+ new marketing prospects from speaking events

**Key Result 2:** Achieve a 10% increase in demo requests from sponsored events

**Key Result 3:** Double social media engagement via event hashtags

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### Example 14

**Objective:** Run a successful industry conference this quarter

**Key Result 1:** Host 100+ conference attendees

**Key Result 2:** Secure 10+ conference sponsors

**Key Result 3:** Achieve a 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 events

### Example 16

**Objective:** Increase social media reach

**Key Result 1:** Double social media reach from last quarter across platforms

**Key Result 2:** Double number of followers on Facebook

**Key Result 3:** Increase in blog reads via social media shares by 10%

### Example 17

**Objective 2:** Improve social media engagement

**Key Result 1:** Increase comments in LinkedIn industry discussions by 10%

**Key Result 2:** Increase blog reads via Facebook by 25%

**Key Result 3:** Triple number of shares on Instagram

### Example 18

**Objective:** Boost referrals via social media

**Key Result 1:** Double the website visitors referred via social media.

**Key Result 2:** Increase demo requests via social media by 10% compared to last quarter.

**Key Result 3:** Double the landing page click-throughs via promoted Instagram posts.

## Product

### Example 19

**Objective:** Improve overall product usability

**Key Result 1:** Release two product updates that improve core feature adoption

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

### Example 20

**Objective:** Enhance new user experience

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

**Key Result 2:** Run three user studies focused on first user experience

**Key Result 3:** Improve desirable outcome rates by 50%



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### Example 21

**Objective:** Accelerate product development.

**Key Result 1:** Reduce average time to market for new features by 2 weeks.

**Key Result 4:** Reduce the number of critical bugs found in production by 30%.

**Key Result 5:** Successfully deploy five new features in the next quarter.

### Example 22

**Objective:** Make data-driven product decisions.

**Key Result 1:** Implement a new data analytics platform to track key product metrics.

**Key Result 2:** Reduce time to insight from data analysis by 50%.

**Key Result 3:** Conduct A/B testing on 15 product features.

### Example 23

**Objective:** Boost app engagement.

**Key Result 1:** Increase daily active users by 10%.

**Key Result 2:** Improve app store rating to 4.5+.

**Key Result 3:** Reduce app crash rate to under 0.5%.

## Human Resources

### Example 24

**Objective:** Successfully implement OKR methodology

**Key Result 1:** Achieve 100% participation in OKR implementation training

**Key Result 2:** Receive 70%+ positive employee feedback after three months of implementation

**Key Result 3:** Shorten OKR training process for new hires by one 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

## 45 OKR Examples - How To Write Effective OKRs

### Example 27

**Objective:** Improve recruiting process

**Key Result 1:** Reduce average time to fill job vacancy by seven days

**Key Result 2:** Increase competency interview questions by 10%

**Key Result 3:** Decrease cost-per-hire by 10%

### Example 28

**Objective:** Improve the talent development process

**Key Result 1:** Increase participation in voluntary career mapping exercise by 20%

**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 three 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:** Achieve 50% improvement in the '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 occur once a quarter

### Example 32

**Objective:** Increase average employee tenure

**Key Result 1:** Extend the average tenure of employees from two to three years

**Key Result 2:** Increase positive feedback through anonymous employee surveys by 10%

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

### Example 33

**Objective:** Hire top talent

**Key Result 1:** Increase in job offer acceptance rate by 10%

**Key Result 2:** Achieve a 100% pass rate for new hire probationers

**Key Result 3:** Reduce contractors to 5% of workforce



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### Example 34

**Objective:** Improve performance of new hires

**Key Result 1:** Shorten onboarding process by one 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:** Achieve an average of 80% completion rate for employee OKRs

**Key Result 3:** Achieve 100% participation in weekly employee progress check-ins

## Software Engineering

### Example 36

**Objective:** Build a high-performing engineering team

**Key Result 1:** Increase performance capacity by 25%. (Task: Hire five new back-end developers)

**Key Result 2:** Develop and document performance metrics for engineering team

**Key Result 3:** Attend two additional industry-recognized conferences than last quarter

### Example 37

**Objective:** Improve quality of development process

**Key Result 1:** Implement a process to assess the 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 once a 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:** Decrease data migration and backup time by 50%

### Example 39

**Objective:** Improve company security

**Key Result 1:** Achieve 100% attendance of security awareness staff training

**Key Result 2:** Increase usage of a new protocol for addressing product security issues by 50%

**Key Result 3:** Implement a new company-wide antivirus system

## 45 OKR Examples - How To Write Effective OKRs

### 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 two 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 20% additional story points over last quarter

**Key Result 2:** Reduce average lead time to seven days

**Key Result 3:** Increase unit test coverage by 10%

### 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 one week each quarter

**Key Result 3:** Ship two 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

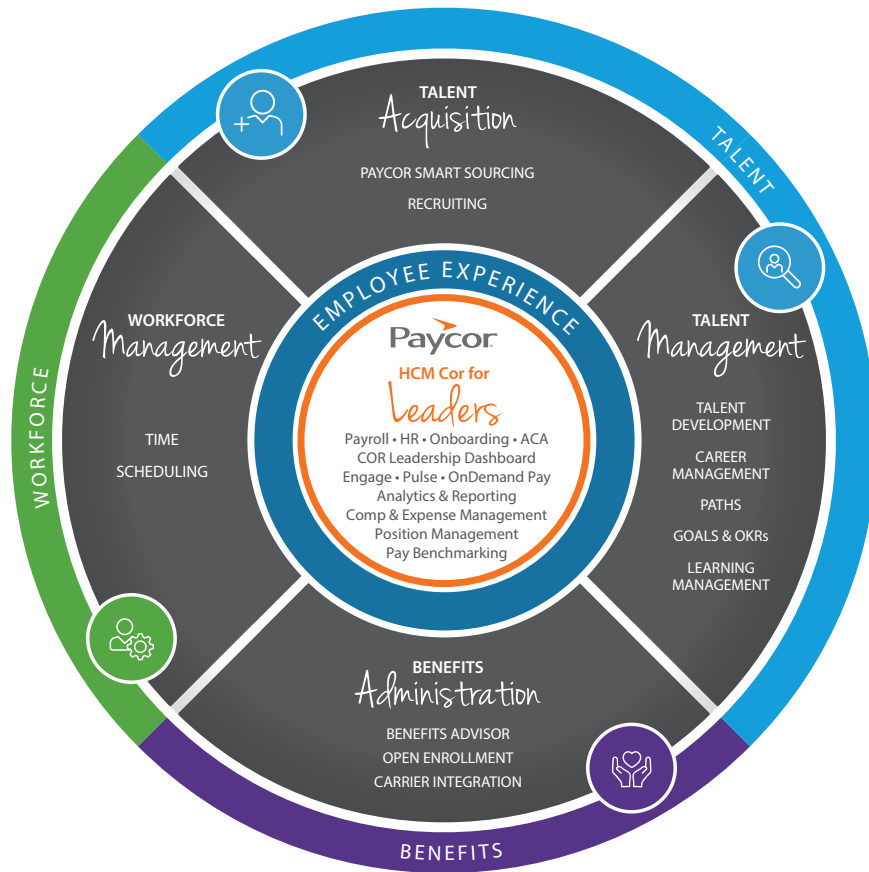
### Example 45

**Objective:** Attract and retain top backend talent

**Key Result 1:** Attend two additional technology meetups over last quarter

**Key Result 2:** Improve recruiting process with new screening processes

**Key Result 3:** Implement a mentorship program for junior backend developers



## Empowering Leaders to Drive Business Results

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