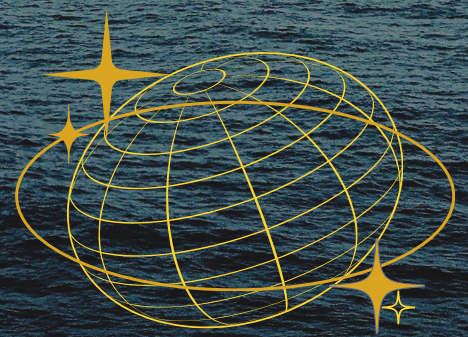


The OKR & KPI Kickstarter Kit



OKR Writing Worksheet

Follow these steps to craft effective OKRs:

1. **Objective:**

- What do we want to achieve? Make it ambitious and inspirational.
- Example: Become the leading provider of sustainable energy solutions.

2. **Key Results:**

- How will we measure progress towards our objective? Use specific, measurable, achievable, relevant, and time-bound (SMART) metrics.
- Example:
 - Increase market share by 20%.
 - Launch 3 new sustainable energy products.
 - Achieve a customer satisfaction score of 4.5 out of 5.

3. **Action Items:**

- What specific actions will we take to achieve our key results?
- Example:
 - Conduct market research to identify customer needs.
 - Develop and test new sustainable energy product prototypes.
 - Implement a customer feedback system.

KPI Mistakes Checklist

Avoid these common KPI pitfalls:

- **Vanity Metrics:** KPIs that look good but don't reflect real progress or impact.
- **Too Many KPIs:** Overwhelming the team with too many metrics can lead to confusion and inaction.
- **Lack of Alignment:** KPIs that don't align with overall business objectives.
- **Ignoring Qualitative Data:** Focusing solely on numbers without considering customer feedback or other qualitative insights.
- **Not Reviewing Regularly:** KPIs should be reviewed and adjusted regularly to ensure they remain relevant and effective.

Sample KPI List

Sales Department:

- Revenue Growth
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLTV)
- Sales Conversion Rate

Marketing Department:

- Website Traffic
- Lead Generation
- Social Media Engagement
- Brand Awareness

Operations Department:

- Production Costs
- On-Time Delivery
- Customer Satisfaction
- Efficiency

Finance Department:

- Profit Margin
- Return on Investment (ROI)
- Cash Flow
- Budget Variance

Summary

This kit provides a foundation for understanding and implementing OKRs and KPIs effectively. By following the worksheet, avoiding common mistakes, and utilising the sample list, teams can drive meaningful progress towards their goals.

Learn more about OKRs and KPIs here: [🌐 The Ultimate Guide to Writing OKRs That Don't Suck](#)