







YOUR STEP-BY-STEP GUIDE


Objectives and Key Results - OKR

OBJECTIVES & KEY RESULTS


SOLUTION NAME :

COMPANY MISSION	OBJECTIVE A	Key Result 1
		Key Result 2
		Key Result 3
		Key Result 1
		Key Result 2
		Key Result 3
		Key Result 1
		Key Result 2
		Key Result 3
		Key Result 1
		Key Result 2
		Key Result 3
		Key Result 1
		Key Result 2
		Key Result 3

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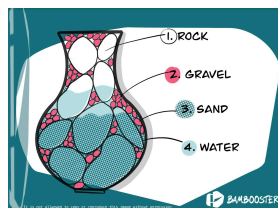
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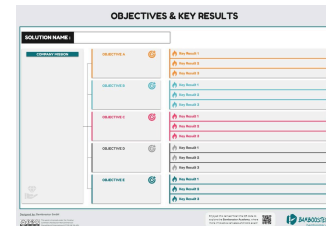
Objective

Time, energy and focus are precious, and you must allocate them wisely to succeed.
A startup is not a sprint, it is a marathon.

The goal is to help you define your **ROcKs** = **O**bjectives and **K**ey **R**esults for the next 90 days.



Toolbox



You have 2 set of objectives

1. For the product or services, you are testing and developing

By now, you have your MOBA (Make Or Break Assumptions) = your main risks that you need to address (desirability, feasibility and financial viability, as we discussed in the [entrepreneur compass](#) lesson).

If you design and run experiments, they will be part of your OKRs.

For example:

- ☐ You want to clarify the future government rebates for solar panels (adaptability and viability)
- ☐ You aim to confirm if installing solar panels can potentially increase property value (desirability)
- ☐ You want to deliver and test the prototype of your user-friendly mobile app for monitoring energy usage and savings (feasibility)
- ☐ You want to improve customer satisfaction (desirability)

- ☐ You want to design and start a clinical trial (feasibility)
- ☐ You need to clarify and select the regulatory pathway (feasibility)
- ☐ You aim to prioritize the 5 main features patients want (desirability)
- ☐ You want to improve customer satisfaction (desirability)
- ☐ You want to sign 3 new hospital accounts to pilot your solution (desirability - traction)
- ☐ You intend to identify the money flow and decision makers to purchase similar services to your offer in key hospital account (viability)
- ☐ You assess scalability and your next go-to-market.

2. For your company, you create or grow

You should not only work IN your company (aka on your product and service as discussed above) but also ON your company.

We covered the Team and Funding categories in the [entrepreneur compass](#) lesson.

For example:

- ☐ You need to define how to split equity fairly among cofounders
- ☐ You want to set up your board
- ☐ You need to increase your company's visibility (or your visibility as founder) on social media
- ☐ You want to build or grow your community of users
- ☐ You aim to hire a machine learning expert or a business developer part-time
- ☐ You need to secure pre-seed funding
- ☐ You need to review your process to ensure compliance with GDPR

Your objectives are qualitative and inspirational.

For each objective, define the key results

KR - Your Key Results are the targets you need to achieve to reach that objective within the next 90 days.

They are:

- ☐ specific: clear
- ☐ time-bound: with a due date - focus on the next 90 days, not more.
- ☐ aggressive yet realistic: to give you the necessary push 😊
- ☐ measurable: you can measure when it is achieved

With Key Results, you want to be measuring outcomes, not effort.

This means it measures a change, a transformation, or a result.

Your goal is not to be BUSY, it is to be DONE. KRs are not your to-dos!

If KRs are achieved, the objective is bound to be reached.

Example #1 of KRs:

- Objective: launch a successful MVP
- KRs :
 - we have 15 weekly active users by X (date)
 - our NPS score is above 40 by X (date)
 - we have 5 paid customers by X (date)

Example #2 of KRs:

- Objective: confirm the 5 main features users want
- KRs :
 - find 15 homeowners who are ready to test your app to monitor their energy consumption and savings with solar panels by X (date)
 - after 4 weeks of use, conduct debrief interviews and assess the most valuable features and the missing ones

Share your OKRs and review them monthly

- ☐ OKRs are public within the company to ensure transparency and team alignment.
- ☐ Ensure a regular review, once a month is a good practice.

- ☐ And if you are not on track => address the problem and re-prioritize often!

Risks - What you should NOT do

- ☐ Focus only on KPIs (I know many people still ask you to do that 😅):
 - ☐ KPIs monitor performance or issues, and in doing so, they are lagging metrics, meaning that by the time you measure your KPIs, it is too late to course-correct your actions!
 - ☐ Make sure to have OKRs that are related to leading metrics, a proxy for your performance
- ☐ Be misled by vanity metrics: they sound impressive, and they please your ego, but they are useless to make decisions (e.g. your number of followers on social media is a vanity metric, the level of engagement is a better metric)
- ☐ Too many OKRs, I would recommend between 3 to 5 OKRs

Sources:

- ☐ OKR is a methodology used by many successful companies, such as Intel, Amazon, Google, and many startups.
- ☐ Stephen Covey's book First Thing First explains this story of the rock, gravel, sand, and water.
- ☐ Rocks terminology as goal setting comes from Gino Wickman in his book Traction.

GOOD LUCK !

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