

From Goals to Greatnes

OKR

**Examples Guide for Achieving
Success**

Break Down Silos and Boost Success: Creating Winning OKRs with Cross- Functional Collaboration.

When implementing OKRs in your organization, it's essential to structure them in a way that promotes collaboration and alignment towards the overall strategic goals. While many examples of OKRs on the web showcase functional teams such as HR, marketing, or sales, we recommend avoiding cascading OKRs from top to bottom to prevent siloing.

CROSS FUNCTIONAL OKR TEAMS

Instead, consider creating cross-functional or product-focused teams that are directly contributing to your company's strategic priorities. By doing this, you can promote collaboration, improve communication, and ensure everyone is working towards the same goals.

OUTCOME FOCUSED- MEASURABLE

When creating OKRs, focus on the outcomes you want to achieve and ensure they are measurable, specific, and time-bound. Avoid setting too many objectives and key results, as this can dilute focus and make it harder to achieve your goals. Additionally, make sure to regularly review and revise your OKRs based on progress and feedback.

Don't Cascade Your OKRs



When OKRs are cascaded, they are passed down from senior management to the lower levels of the organization, resulting in goals that may not necessarily be aligned with the specific needs and objectives of each team member. As a result, it can be difficult for team members to take ownership of their KR's, and the team as a whole may struggle to fully engage with the process. Instead, best practice suggests that OKRs should be set collaboratively by team members across different departments, with each individual contributing to the development of specific, measurable, achievable, relevant, and time-bound goals. This approach ensures that everyone has a stake in the success of the OKRs and can contribute to achieving the desired outcomes, resulting in a more engaged and motivated team overall.



Remember That:

- Building OKRs around strategic goals with cross-functional teams helps to ensure that the company as a whole is working towards a shared objective. On the other hand, focusing on department-specific OKRs can also be useful in promoting teamwork and collaboration.



Cross Functional OKR EXAMPLES

Note that the key results listed for each OKR may be owned by different people from different functions. For example, to achieve the OKR of improving Lifetime Value (LTV) from \$4000 to \$5000, the key result of increasing the average order value by 15% may be owned by the Sales team, while the key result of improving customer retention by 5% may be owned by the Customer Success team. This cross-functional approach ensures that everyone is working towards the same goal and promotes collaboration and alignment.

USERS LOVE OUR PRODUCT

Key Results

- Increase customer satisfaction rates by 10%
(owned by Customer Success)
- Improve Net Promoter Score by 2 points
(owned by Marketing)
- Increase product adaption rate by 15%
(owned by Product)

EASY & FAST PRODUCT SETUP

Key Results

- Filtering of 5,000 items within 1 second
(owned by Developer)
- Loading time of initial screen reduced by 2 seconds
(owned by Web Performance)
- 0 support tickets complaining about setup
(owned by Technical Support)

A SUCCESSFUL PRODUCT LAUNCH

Key Results

- General Availability of the product by XX date
(owned by Product Lead)
- Product launch with 90%+ of target features
(owned by Lead Developer)
- 40 successful beta tests with 4pts per tester
(owned by Lead Developer)

HIGH USER ENGAGEMENT

Key Results

- Increase retention rate for 1 month by 20%
(owned by Customer Success)
- Weekly average time spent in Product for 25mins
(owned by Marketing, Product, CS)
- Page views within product for 10 per user.
(owned by Marketing)

DRASTICALLY IMPROVED ONBOARDING

Key Results

- Reduce Trial Abandonment from 42% to 30%
(owned by Product, CS, Sales)
- Completion rate of features from 70% to 77%
(owned by Sales, CS, Marketing)
- Trial Conversion from 27% to 35%
(owned by Marketing, Sales, CS)

ACCELERATION OF PROFIT PER PERSON

Key Results

- Reduce churn by 5%
(owned by Sales, Marketing and CS)
- Improve Lifetime Value from \$4000 to \$5000
(owned by Sales, Customer Success)
- UpSell/CrossSell Revenue from 14% to 18%
(owned by Customer Success)

Marketing Department OKR

SEARCH ENGINE OPTIMIZATION

STRENGTHEN OUR SEO RANKING FOR AFFORDABLE BEAUTY

Key Results

- Improve domain ranking from X to Y
(owned by SEO)
- Increase DR score from 42 to 60 on Ahrefs
(owned by SEO)
- Achieve #1 place for top 5 relevant keyword
(owned by SEO)

OPTIMIZE SEO THROUGH TECHNICAL UPGRADES

Key Results

- Improve our YSlow Score from X% to Y%
(owned by Web Performance)
- Improve our PageSpeed Score from X% to Y%
(owned by Web Performance)

PAY PER CLICK (PPC)

IMPROVE PAID ACQUISITION EFFECTIVENESS

Key Results

- Decrease the lead cost form \$7 to \$5
(owned by PPC)
- Increase the CR of the PPC campaigns from 3% to 6%
(owned by Advertising)

MAKE OUR GOOGLE ADS CAMPAIGNS EFFICIENT

Key Results

- Increase Ad Impressions from X to X
(owned by PPC / Advertising)
- Increase Ad Clicks from X to X
(owned by PPC / Advertising)
- Decrease Cost Per Click X%
(owned by PPC / Advertising)

PR EVENT / ACCOUNT BASED

SPREAD THE WORD ABOUT OUR NEW COMMUNITY EVENT

Key Results

- Increase Press Mentions X%
(owned by PR)
- Increase Press Audience Size from X to X
(owned by PR)
- Increase Event Attendees from X to Y
(owned by Event)

WIN OUR STRATEGIC CUSTOMERS AND DRIVE INCREASED ORDER SIZE

Key Results

- Generate \$10M in Qualified Pipeline from ABM campaign
(owned by Marketing)
- Generate 20% of closed-won sales via ABM efforts in Q4
(owned by Sales)

Engineering & Technology

OKR

MAKE QUALITY THE TOP PRIORITY IN OUR ENGINEERING PROCESS

Key Results

- Reduce critical bugs by X%
(owned by Quality Assurance)
- Improve code quality by X%
(owned by Engineering)

OUR ENGINEERING TEAM HAS NEVER BEEN SO EFFECTIVE

Key Results

- X% Defect Removal Efficiency
(owned by Quality Assurance)
- X% reduction in cycle state by story status
(owned by Agile Coach)
- X% improvement in Point Commitment Reliability
(owned by Product)

IMPROVE THE QUALITY OF OUR PRODUCT

Key Results

- Reduce average QA rejections per-feature from 1.7 to 1.0.
(owned by Quality Assurance)
- Reduce the average number of new bug reports from 72 per month to 60 per month.
(owned by Quality Assurance)

ESTABLISH A MORE EFFICIENT TEAM WORKFLOW WITH A SIMPLER ARCHITECTURE

Key Results

- Reduce Pull Request review time from X to Y hours
(owned by Engineering)
- Increase in new releases/per week from X to Y
(owned by Product)

INCREASE THE AUTOMATION OF THE DEPLOYMENT

Key Results

- 100% of logged errors reported to Sentry
(owned by DevOps)
- Reduce Travis build times <5m for all projects
(owned by DevOps)
- Reduce "design-blocked" flag to <2% of planned features
(owned by Design Management)

ACCELERATE THE DEVELOPMENT TEAM SPEED

Key Results

- Increase Sprint velocity from 42 to 60 points
(owned by Agile Coach)
- Reduce "design-blocked" flag to <2% of planned features
(owned by DevOps)

REFACTOR OLD REPORTING CRM MODULE

Key Results

- 80% of components ported from AngularJS to React
(owned by Engineering)
- 100% of reporting routes (/api) migrated to new paths
(owned by DevOps)

IMPROVE THE QUALITY OF THE DEVELOPMENT PROCESS

Key Results

- 100% of projects use standard style and linting rules
(owned by Engineering)
- 100% of Pull Requests are reviewed and explicitly approved
(owned by Engineer)

Human Resources

OKR

MAKE WORK-LIFE BALANCE A PRIORITY FOR ALL EMPLOYEES

Key Results

- Improve work-life balance survey score to X
- 90% utilization of vacation days quarterly.
- Reduce overtime by X hours

CREATE A MANAGEMENT TEAM OF A-PLAYERS

Key Results

- No resignation with the reason of team manager's leadership ability
- Improve score on "my team leaders has talked me about my progress in past 6 months" from X to Y

HAVE THE MOST ENGAGED AND MOTIVATED EMPLOYEES

Key Results

- 30% increase in eNPS compared to previous year
- 100% completion rate on the quarterly engagement survey

INTRODUCE THE RIGHT CANDIDATES TO TEAMS SOONER

Key Results

- Reduce time from application to HR screen to X days
- Reduce time from HR screen to 1st interview to X days

CREATE AN EFFECTIVE RECRUITING MACHINE

Key Results

- Increase the % of offers accepted from 80% to 90%
- Increase the % of closed positions from internal recommendations from 10% to 25%

PROVIDE BEST IN MARKET EMPLOYEE BENEFITS PROGRAM

Key Results

- Improve satisfaction from the program from x to y
- Achieve %90 leverage of existing benefits program

RECRUIT THE BEST TALENT OUT THERE

Key Results

- Redesign 50% of our job postings for better outreach
- Ensure 90% of new hires pass their trial period

EMPLOYEES FEEL COMFORTABLE AND SUPPORTED BY THEIR DIRECT MANAGERS

Key Results

- Improve employee sentiment survey score about their line managers support from X to Y
- 100% of team members receive feedback by their direct managers this quarter

Development Operations

OKR

IMPROVE API RESPONSE TIME AND UNIT TEST COVERAGE

Key Results

- Increase unit test coverage from 80% to 100%
- Increase the testable code coverage from 75% to 95%

IMPROVE TESTING PROCESS TO REDUCE DEFECT LEAKAGE

Key Results

- Increase functional test coverage from 85% to 99% per project
- Increase automated testing scripts from 65% to 90% post release

IMPROVE RELEASE MANAGEMENT PROCESSOUR PRODUCT

Key Results

- Decrease the downtime during each release cycle from 30 mins to 5 mins
- Reduce the number of incidents caused by a release from 2 to 0 per release

INCREASE THE NUMBER OF RELEASES TO PRODUCTION ENVIRONMENT

Key Results

- Decrease outages caused by a release from 10% to 2% this quarter
- Decrease the Mean time to detect failure from 3 hours to 30 mins

STRENGTHEN THE RELEASE MANAGEMENT PROCESS

Key Results

- Increase number of isolated releases from 2 to 4 per quarter
- Decrease number of emergency patches from 6 to 2 per quarter

IMPLEMENT MONITORING FOR SERVER HEALTH

Key Results

- Reduce daily application exception errors from 50 to 10 by setting up alerts for HTTP server error
- Optimize page load by setting up DataIn metric to restrict the payload request upto 20kb

STRENGTHEN THE CHANGE MANAGEMENT PROCESS

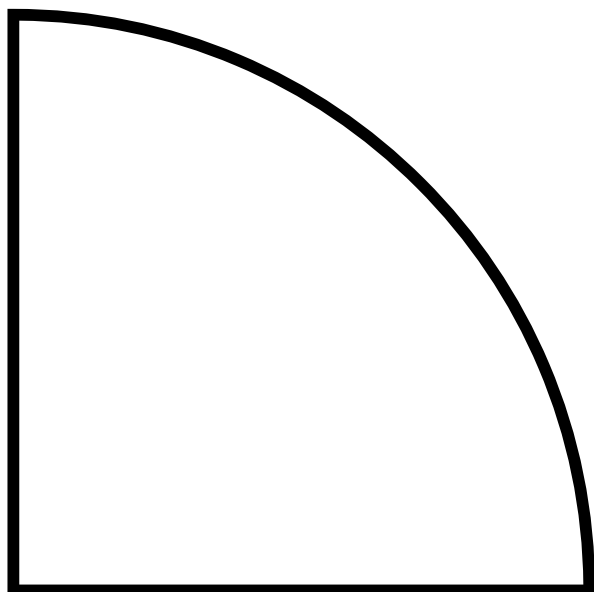
Key Results

- Increase overall change success rate from 75% to 95%
- Decrease number of unauthorized changes from 2 to 0

IMPROVE RECOVERY AND FAILURE RATE

Key Results

- Increase the Mean Time to Failure from 2 months to 6 months
- Decrease failed deployment rate from 30% to 15% per release



Who is **Melon?**

We are the talent partner of future shapers.

Melon is a boutique consultancy company that provides highly professional people and culture-oriented services for companies that are scaling up their businesses.

We identify as the partner of scaling companies and accompany them through their growth journey, including all people, teams, and lead-related processes. As we build a close partnership with our clients, we do so in alignment with the nature and strategic goals of the businesses.

We are a team of consultants with a strong passion for building and implementing a new-age approach to attracting talent, building teams, developing and retaining high-performing teams, and creating and sustaining a company culture that helps people thrive. We work with fast-growing technology companies in the startup ecosystem (we also provide OKR services to the big companies), which keeps our minds open and creative and our hearts beating for innovation.

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