FREE RESOURCE FROM ORDO AI

OKR Examples & Templates

21 Objectives and 63 Key Results across seven functions - company, sales, marketing, product, engineering, people and finance - plus copy-paste templates for writing OKRs, planning the quarter and running the weekly check-in. Every example uses a baseline, a target and a date, so you can adapt the numbers to your own business today.

HOW TO USE THIS PACK

- Pick one Objective per team, not five. Focus is the point.
- Replace every number with your baseline and a target you'd be proud of.
- If a Key Result can be finished without anything changing for a customer, it's a task - rewrite it.
- Assign one owner per Key Result and check in weekly with a 0.0-1.0 confidence score.
- Score each Key Result 0.0-1.0 at the end of the cycle. For stretch goals, 0.7 is a strong result.
- Never tie OKRs to compensation - it makes teams set safe targets.

WHAT'S INSIDE

Company-level OKRs

Set 3-5 company Objectives per year or quarter. Everything else should ladder up to these.

OBJECTIVE

Become the default planning tool for mid-market leadership teams

- **KR1** Grow ARR from $2.4M to $4M
- **KR2** Increase logo retention from 88% to 94%
- **KR3** Ship 3 integrations requested by 20+ accounts

OBJECTIVE

Build a business that runs without heroics

- **KR1** Reduce unplanned work from 40% to 15% of sprint capacity
- **KR2** Document and hand off 12 owner-dependent processes
- **KR3** Hit 95% on-time quarterly review completion across all departments

OBJECTIVE

Reach profitability without slowing growth

- **KR1** Improve gross margin from 68% to 76%
- **KR2** Cut CAC payback from 19 to 12 months
- **KR3** Maintain net revenue retention above 110%

Sales OKRs

Sales OKRs should describe a change in how you sell - not restate the quota, which is already a KPI.

OBJECTIVE

Make the pipeline predictable instead of heroic

- **KR1** Increase stage-2-to-close conversion from 18% to 27%
- **KR2** Grow qualified pipeline coverage from 2.1x to 3.5x
- **KR3** Reduce average sales cycle from 74 to 55 days

OBJECTIVE

Move upmarket into $50k+ accounts

- **KR1** Close 8 deals above $50k ACV
- **KR2** Book 40 first meetings with companies over 500 employees
- **KR3** Launch a security review pack that clears 90% of enterprise diligence

OBJECTIVE

Ramp new reps twice as fast

- **KR1** Cut time-to-first-close from 96 to 45 days
- **KR2** Get 100% of new reps certified on the demo by week 3
- **KR3** Raise new-rep attainment in quarter two from 52% to 80%

Marketing OKRs

Tie marketing OKRs to qualified demand and compounding assets, not vanity reach.

OBJECTIVE

Turn organic search into our largest acquisition channel

- **KR1** Grow non-branded organic sessions from 4k to 18k per month
- **KR2** Rank in the top 5 for 12 priority keywords
- **KR3** Source 120 qualified signups from organic content

OBJECTIVE

Make the product message land in 10 seconds

- **KR1** Lift homepage-to-signup conversion from 2.1% to 4%
- **KR2** Run 15 message tests with 5 win/loss interviews each month
- **KR3** Raise unaided message recall in user interviews from 30% to 70%

OBJECTIVE

Build a category-defining content engine

- **KR1** Publish 24 in-depth guides
- **KR2** Earn 60 referring domains to resource pages
- **KR3** Grow newsletter subscribers from 900 to 5,000

Product OKRs

Great product OKRs describe outcomes for users. If your Key Result is 'ship feature X', it's a task, not a result.

OBJECTIVE

Get new teams to value in their first session

- **KR1** Increase day-1 activation from 34% to 60%
- **KR2** Cut median time-to-first-objective from 22 to 6 minutes
- **KR3** Reduce onboarding drop-off at step 3 from 41% to 15%

OBJECTIVE

Make weekly check-ins a habit, not a chore

- **KR1** Grow weekly active check-in rate from 38% to 70%
- **KR2** Reduce median check-in time from 9 to 3 minutes
- **KR3** Raise 8-week retention of check-in habit from 25% to 55%

OBJECTIVE

Earn trust with enterprise buyers

- **KR1** Ship SSO, audit logs and role-based permissions
- **KR2** Close 5 enterprise pilots citing security as a driver
- **KR3** Reduce security-questionnaire turnaround from 12 to 3 days

Engineering OKRs

Engineering OKRs work best on reliability, speed and developer experience - measurable, user-visible outcomes.

OBJECTIVE

Make the platform boringly reliable

- **KR1** Raise uptime from 99.5% to 99.95%
- **KR2** Cut P1 incidents from 9 to 2 per quarter
- **KR3** Reduce mean time to recovery from 96 to 20 minutes

OBJECTIVE

Ship smaller, safer, more often

- **KR1** Increase deploy frequency from 3 to 25 per week
- **KR2** Reduce change failure rate from 18% to 5%
- **KR3** Cut median PR cycle time from 3.2 days to 8 hours

OBJECTIVE

Make the app feel instant

- **KR1** Bring p75 page load from 3.4s to under 1.2s
- **KR2** Reduce API p95 latency from 850ms to 250ms
- **KR3** Cut client bundle size by 40%

HR & People OKRs

People OKRs should target the experience and capability of the team, measured by behaviour rather than sentiment alone.

OBJECTIVE

Hire ahead of the roadmap without lowering the bar

- **KR1** Fill 14 roles with a 90-day quality-of-hire score above 4/5
- **KR2** Cut time-to-offer from 42 to 24 days
- **KR3** Keep offer acceptance above 85%

OBJECTIVE

Make managers the strongest part of the company

- **KR1** 100% of managers complete the coaching program
- **KR2** Raise manager-effectiveness score from 3.4 to 4.3
- **KR3** Achieve 95% completion of monthly 1:1s

OBJECTIVE

Keep the people we most want to keep

- **KR1** Reduce regretted attrition from 14% to 6%
- **KR2** Raise eNPS from 21 to 45
- **KR3** Publish career ladders for every function

Finance & Operations OKRs

Finance OKRs are about visibility and control - how fast you know the truth and how well you act on it.

OBJECTIVE

Close the books fast enough to steer with them

- **KR1** Cut monthly close from 14 to 5 business days
- **KR2** Reduce forecast variance from 18% to 5%
- **KR3** Deliver a board-ready dashboard by day 7 each month

OBJECTIVE

Extend runway without cutting muscle

- **KR1** Reduce burn multiple from 2.1 to 1.2
- **KR2** Renegotiate the top 15 vendor contracts for 20% savings
- **KR3** Increase cash runway from 14 to 24 months

OBJECTIVE

Make spend decisions in days, not weeks

- **KR1** Reduce purchase-approval cycle from 9 to 2 days
- **KR2** Get 95% of spend onto approved procurement paths
- **KR3** Cut invoice exceptions from 12% to 3%

Copy-paste templates

Drop these into a doc, a spreadsheet, or straight into Ordo AI. They cover the three moments that matter: writing the OKR, planning the quarter, and running the weekly check-in.

The basic OKR template

Objective: [Ambitious, qualitative goal - what does success feel like?]
  KR1: Increase [metric] from [baseline] to [target] by [date]
  KR2: Reduce [metric] from [baseline] to [target] by [date]
  KR3: Achieve [milestone with a measurable threshold] by [date]
Owner: [Single accountable person]
Cadence: Weekly check-in, confidence 0.0-1.0

The quarterly planning template

1. Review last quarter: score every KR 0.0-1.0, write one lesson each
2. Restate the annual Objectives (no edits unless strategy changed)
3. Draft 3-5 quarterly Objectives that move the annual ones
4. For each, write 3 Key Results with baseline -> target -> date
5. Assign one owner per Objective and one per Key Result
6. Cut anything that isn't in the top 5. Park it in the backlog
7. Publish to the whole company on day 1 of the quarter

The weekly check-in template

Key Result: [name]
Current value: [number]   Target: [number]   Confidence: [0.0-1.0]
What moved this week:
What's blocking:
What I'll do next week:
Ask from the team: