



WEBINAR

How OKRs Help Teams Be More Successful and Drive Business Results



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Example Objective

Support the sales team

- Does this represent **change** and improvement? **NO**
- Is this of high value or **impact**?
NO



Example Objective

Empower our sales teams to reach new markets

- Does this represent **change** and improvement? YES
- Is this of high value or **impact**? YES



Example Key Result

Launch marketing campaign

- Is this measurable with a **number**? **NO**
- Does this **define done**? **NO**



Example Key Result

**Generate 200 MQLs from “New Year’s”
Campaign by January 20th**

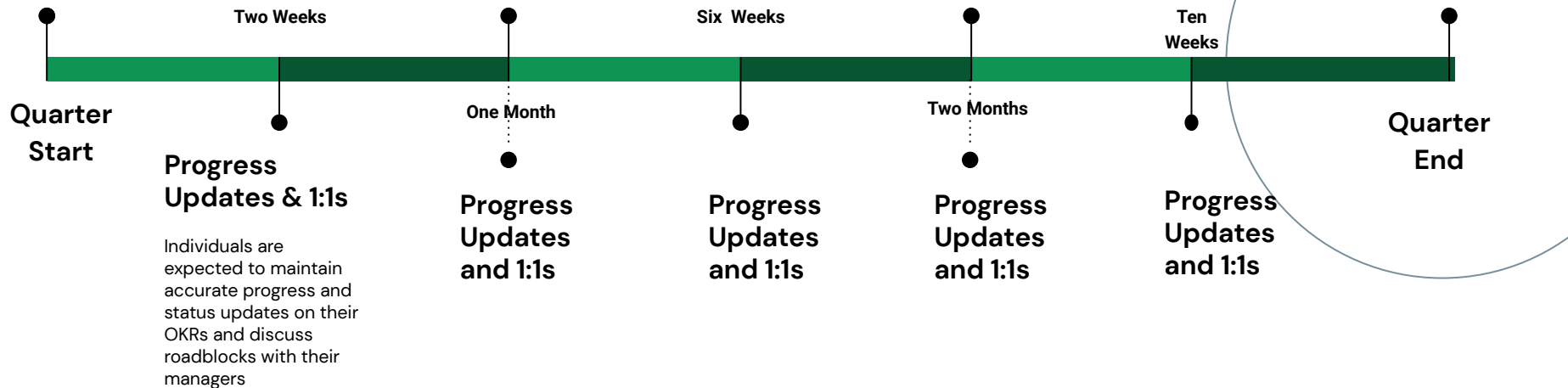
- Is this measurable with a **number**? YES
- Does this **define done**? YES



Activation Timeline

Monthly Check-in and Org Update

The executive team and each department leadership team will have an in depth check-in and provide a status update to the broader team



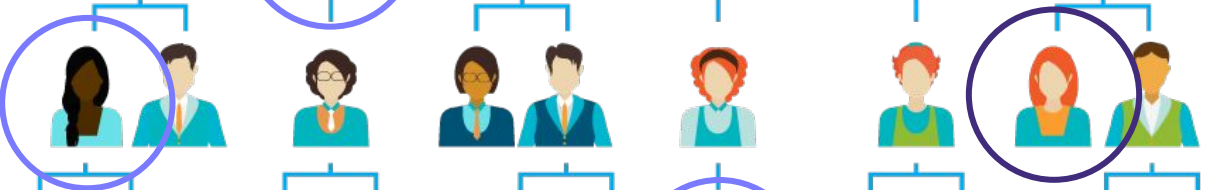
Consider the business or team impact that you expected this person to have with the following Objective and relevant Key Results. Rate the level of impact they had. Give concrete examples.

- No or negative impact
- Little impact
- Moderate impact
- Strong impact
- Extraordinary impact





Executive Sponsor / Advocate
(REQUIRED)



SMEs / Champions
~5% of org
(RECOMMENDED)

Program Owner / Administrator
(REQUIRED)



Resources

01

The COO's Guide to OKRs

[Lattice Playbook](#)

02

Resources For Humans

[Articles, Webinars and ebooks from Lattice](#)

03

What Matters

[Content from the team that brought you Measure What Matters](#)

04

OKR Champ Camp Lattice Customers Only

Ask your Customer Success Manager!



Conditions for Success

01

Leadership buy-in

Without an executive sponsor, don't try

02

Transparency and Trust

You've got to jump in with both feet

03

Resourcing and Governance

Do you have champions who will own this over time

