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Now that we knew our true Objective, it was easy to create Key Results that were measuring the things that really mattered: improve (i) visitor-to-lead conversion rate, and (ii) percentage of leads that is accepted by Sales.

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Measure What Matters OKR Starter Kit by John



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**Growth** Doerr. This template helps you and your team get started with OKRs (Objectives and Key Results) based on the book Measure What Matters by John Doerr.

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Doerr became known as the “Johnny Appleseed” of OKRs due to his efforts to spread their magic. His book, Measure What Matters, laid out the management frameworks that are OKRs.

~~What Matters: What are OKRs goals?  
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The definition of “OKRs” is “Objectives and Key Results.” It is a collaborative goal-setting tool used by teams and individuals to set challenging, ambitious goals with measurable results.

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Ideas are easy. Execution is everthing. It takes a team to win. Objectives and key results (OKRs) help to create clarity, focus, accountability, alignment an...

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A metric is a means to measure performance or progress. Just as apples and oranges are types of fruit, KPIs and OKRs are types of metrics. Just as apples and oranges are types of fruit, KPIs and OKRs are types of metrics.

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**Growth** Although metrics are usually numbers, they don't have to be.

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Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs  
#1 New York Times Bestseller  
Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the ...

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