

PRODUCT OKR COMPASS



PRODUCT (What are you aligning to?)

Step 1:

Name the product or opportunity you are pursuing.

OBJECTIVE (Where do you want to go?)

Step 2:

*inspiring
actionable verb*

*specific
noun*

*descriptive
phrase*

Step 3:

Combine the elements from step 2 into a motivating Objective.

KEY RESULTS (How do you know you have arrived?)

Step 4:

*valuable
metric*

*start
(date)*

*current value
(from)*

*direction
(increase or decrease)*

*end
(date)*

*target value
(to)*

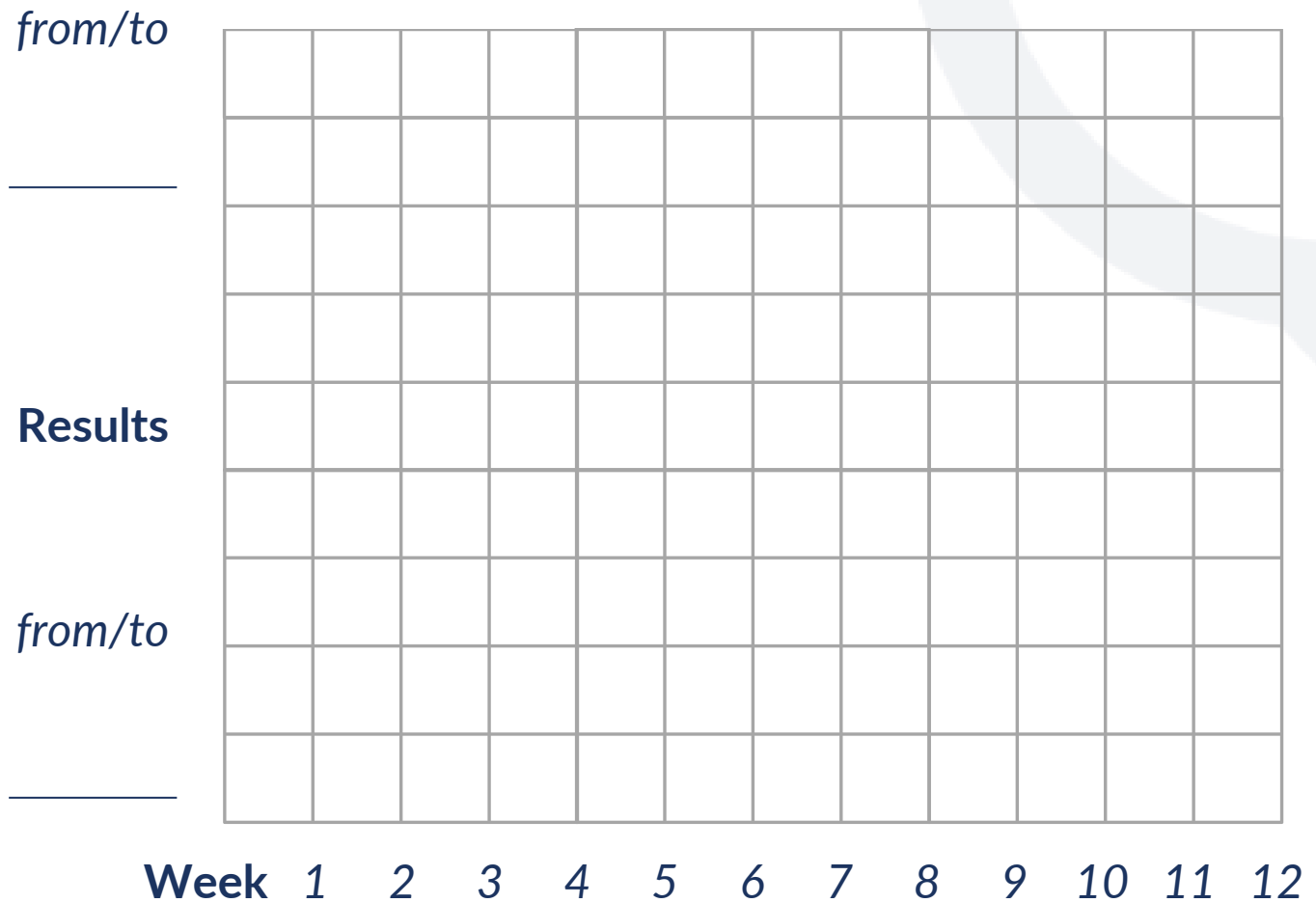
Step 5:

Combine the elements from step 4 into a measurable Key Result.



PROGRESS TRACKER (How will you track measurable feedback?)

Step 6: Add the *from* and *to* values to the results axis.



Step 7: Draw the ideal line by connecting the *from* value in week 1 to the *to* value in week 12.

ACTIONS (What are projects or tasks you might complete?)

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