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OKRs Scorecard



OKR grading scale:



Objective

0.6

Accelerate Widget revenue growth

Overall score

Key Results

- 1.0 Launch new Widget referral program
- **0.3** Sign up 3 new Widget distribution partners
- 0.5 Launch 4 revenue-specific experiemnts to learn what drives revenue growth

<u>O</u>bjective

0.5

Grow Widget usage by x% over organic growth rate

Overall score

Key Results

- 0.7 Launch 3 features that will have a measurable impact on Widget usage
- **0.2** Improve Widget reliability by x%

Objective

8.0

Improve Widget's public reputation

Overall score

Key Results

- 0.6 Speak at 3 industry events
- 0.9 Get 10 bloggers to write about Widget
- **0.8** Improve Widget's product review score by 1 point

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