

# OKRs Crash Course

## FOR PROFESSIONAL SERVICE ORGS

### OVERVIEW:

OKRs are a framework that helps companies set ambitious yet attainable goals (objectives) and measure their progress with clear milestone indicators (key results). Unlike most goal setting frameworks, OKR goals are focused on outcomes rather than task completion.

Former Intel CEO, Andy Grove, created the idea for OKRs and brought it to Intel. In his book, [High Output Management](#), Grove wrote that there are two essential questions companies need to answer to use a framework like OKRs:

- **Where do I want to go?**
  - Your objective - a clear goal that describes a desired outcome.
- **How will I get there?**
  - Your key results - quantitative, supporting goals.

### STEPS TO SETTING OKR GOALS:

#### Step 1 DEFINE & PRIORITIZE OBJECTIVES

Set ambitious yet attainable objectives that define your priority growth goals. These are qualitative goals that can be supported by measurable results.

#### Step 3 COMMUNICATE & SET A REVIEW PROCESS

Ensure all OKR sets are communicated and in line with the overall company objective. Develop a transparent review process (i.e. weekly team meetings) to hold teams accountable and provide support when needed.

### EXAMPLE OKRS:

Companies typically align OKRs with their org chart. There's a high-level company OKR, supported by department OKRs & eventually individual employee OKRs.

#### Objective:

Annual objectives and measurable results

#### Key Result #1:

Increase billable utilization by 5%

#### Key Result #2:

Increase average project margin by 10%

#### Key Result #3:

Increase overall revenue growth by 20%

#### Key Result #4:

Improve employee growth and retention

#### Step 2 SET SUPPORTING KEY RESULTS

These should be quantitative. Use numbers, dates, and percentages, to track progress towards objectives.

#### Step 4 EVALUATE AND REFLECT

After the OKR cycle has ended, review which goals were met and which fell short. Use this feedback to guide your next set of OKRs.

### QUESTIONS?

Have questions on the above resources? We're here to help. Reach out to [hello@getparallax.com](mailto:hello@getparallax.com) with any questions you may have.

### ADDITIONAL RESOURCES:

[OKR Template](#)



[All Parallax](#)



[Resources](#)

[Blog posts](#)

