

OKR CANVAS TEMPLATE



Plan OKRs The Right Way, First Time

The perfect template for both preparing individually and debating in teams.
It's these conversations that are going to ensure you create great OKRs.

Team:	Owner:	KPI / Health Metrics
Objective Using words that energise, motivate and guide the right behaviours, what do you need to achieve?	Why Now? Why is this objective important and why do we need to make progress towards it now?	Which KPIs monitor the health of our team? Lagging
Key Results To meet this objective, which metrics would move from X to Y or at a stretch Z?	Key Activities / Initiatives Which activities would most impact the progress of these KRs? Focus on influencing lead indicators	Leading
Strategic Pillar Alignment Which strategic pillar(s) does this OKR align with?	Need Support Of Which teams or people do you need the support of to make progress?	
Time Approx. how much time do you need to commit to working towards this each week?	Signed-off I agree that we should prioritise and commit to making progress on this.	

Team: Marketing	Owner: Mark Jones	KPI / Health Metrics
Objective Using words that energise, motivate and guide the right behaviours, what do you need to achieve? Create a step-change in the number of people downloading our convertstone content	Why Now? Why is this objective important and why do we need to make progress towards it now? This is the best source of leads for our BDR team to get demos booked in for sales.	Which KPIs monitor the health of our team? Lagging MQLs CAC LTC : CAC
Key Results To meet this objective, which metrics would move from X to Y or at a stretch Z? Generate 2K downloads or 4K at a stretch Increase the the number of leads booking meetings with sales after downloading from 5% to 7% or at a stretch 10%	Key Activities / Initiatives Which activities would most impact the progress of these KRs? Focus on influencing lead indicators 1. Create one new cornerstone content 2. Optimize website to increase content visibility 3. Test 'on-exit' pop-up to promote content 4. Send an email a week promoting content 5. Share content using social 6. Test LinkedIn Ads to ICP	
Strategic Pillar Alignment Which strategic pillar(s) does this OKR align with? Growth	Need Support Of Which teams or people do you need the support of to make progress? Sales	Leading Leads Channel CPA Key Funnel Conversion Rates Organic Channel Traffic Cornerstone Content Published New Web Pages Published Social Posts
Time Approx. how much time do you need to commit to working towards this each week? 3 of the team will need to spend about 3 weeks on this and about \$10,000 in budget	Signed-off I agree that we should prioritise and commit to making progress on this.	

READY TO SCALE & MATURE YOUR USE OF OKRs?

An OKR canvas is a good learning tool but it's not how you will want to manage OKRs across your organization.

Let ZOKRI take your OKR canvases and centralize what you have written, along with KPIs, strategy reporting and other key parts of your planning and execution operations.

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