FREE GUIDE

The 5-Minute OKR Starter Guide

Set goals that actually get done —
a practical template for small business founders

What is an OKR?

OKR stands for **Objective + Key Results**. It's a simple goal-setting framework used by Google, Intel, and thousands of fast-growing companies — and it works just as well for a 3-person consultancy as it does for a 3,000-person company.

OBJECTIVE **What do you want to achieve?** **Ambitious, qualitative, inspiring.**	**KEY RESULTS** **How will you measure success?** **Specific, numeric, time-bound.**

The Formula

A good OKR always follows this pattern:

Objective	I will **[inspiring goal]**
Key Result 1	measured by **[metric]** by **[date]**
Key Result 2	measured by **[metric]** by **[date]**
Key Result 3	measured by **[metric]** by **[date]**

A Real Example

Here's what an OKR looks like for a small retail business — but the same structure works for any industry:

OBJECTIVE	**Grow into the most trusted local shop in our neighbourhood**
KR 1	Increase monthly revenue from €18k to €25k by Sep 30
KR 2	Reach a Google review rating of 4.8 or higher (min. 50 reviews)
KR 3	Convert 30% of first-time buyers into repeat customers this quarter

Your First OKR — Fill This In

Keep it to ONE objective this quarter. Focus beats volume every time.

OBJECTIVE	I will ____

KR 1	measured by ______________________________ by __________
KR 2	measured by ______________________________ by __________
KR 3	measured by ______________________________ by __________

3 Tips Before You Start

1. **Keep it to one objective per quarter.** Trying to chase 5 goals at once means achieving none.
2. **Key Results must be numeric.** "Improve satisfaction" is not a KR. "Reach an NPS of 8+" is.
3. **Review weekly, not yearly.** A 15-minute weekly check-in is all it takes to keep OKRs alive.

Want help setting up OKRs for your business?

Book a free 30-minute intro call — no strings attached.

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