

OKRs examples from a small business

Below, we're sharing some examples of OKRs we've set for our teams in the past. Hopefully, they can help you get inspired to set some of your own.

Company OKRs examples

These are the OKRs set for the entire company – they're really helpful to set a direction for the whole business to follow.

Example 1

Objective: We want to drive revenue growth and profitability.

- KR1: Achieve a 15% increase in quarterly revenue compared to the same quarter last year.
- KR2: Decrease operational costs by 10% through process optimisation and efficiency improvements.
- KR3: Launch two new product features that contribute to a 20% increase in upsell and cross-sell opportunities.

Sales team OKRs examples

Sales teams have to reach targets, but their OKRs can be really different depending on the stage your company is at and where you're focusing to move the needle.

Example 1

We want to boost software subscriptions revenue by the end of the year.

- KR1: By hitting 50% extra revenue from software subscriptions.
- KR2: By having an increase in average customer size from 10 team members to 20 team members.

Example 2

We want to improve our upsell strategy.

- KR1: By getting at least 15% of our software database to become HR advice customers.
- KR2: By increasing our cold calling capacity by 15% every month.

Product management team OKRs examples

It can sometimes be difficult to measure the impact of product teams, but we've found that giving product teams concrete numbers to reach has been way more efficient than letting them work in the dark.

Example 1

We want to become attractive to larger companies.

- KR1: By building a payroll functionality that will attract 10% more companies with more than 200 team members

- KR2: By improving our time off functionality and reducing churn from companies with more than 200 team members by 10%.

Example 2

We aim to increase the velocity of our sprints.

- KR1: By improving our feature release from an average of 10 weeks to 7 weeks.
- KR2: By improving the speed of our testing capacities from 3 weeks to 1 week.

Marketing team OKRs examples

Marketing is one of the most versatile teams. Depending on which part of the funnel it's set to impact, marketing has a myriad of ways they can impact business numbers.

Example 1

We want to attract more potential customers with our blog.

- KR1: Increase our content production by 20% each month
- KR2: increase organic search traffic by 20% by the end of Q4

Example 2

We aim to bring customers through social media channels.

- KR1: Increase our conversion rate by 5% on social media
- KR2: 10% of our overall leads come through social media

Operations and HR teams OKRs examples

Operations, or HR depending on the team's skills set, can be very influential for your business. At Charlie, we think setting KRs for these teams is important to develop the business and making sure every team has an impact on the business.

Example 1

We want to build a high-performing and happy team

- KR1: Increase wellbeing and remote work budget by 15% to improve satisfaction metrics
- KR2: Build 2 new HR policies regarding mental health

Example 2

We aim to increase our hiring and grow the team with exceptional candidates.

- KR1: Increase the reach of our employee referral program rewards by 20%
- KR2: Recruit 15 new people across different teams by the end of 2025

Design OKRs examples

Design at Charlie means two things: product design and brand design. We have different sets of skills for designers for these two, and therefore different KR are set depending on what they need to accomplish.

Example 1 – Product design

We want to streamline User Interface (UI) for increased usability and efficiency.

- KR1: Reduce the average time to complete key user tasks by 20% through UI optimisations.
- KR2: Improve the usability satisfaction score (SUS) by 15 points in user testing sessions.
- KR3: Implement a responsive design approach resulting in a 25% decrease in user complaints related to UI inconsistencies across devices.

Example 2 – Brand design

We give marketing and sales the deliverables they need to succeed.

- KR1: Increase our design input by 15% each month by allocating more time
- KR2: Run at least 10 LinkedIn ads each month

Engineering team examples

Our engineering team at Charlie usually collaborates with many departments, being pulled into different directions, but it's important to have high standards when it comes to coding and processes.

Example 1

We have high standards when it comes to compliance and hacking threats.

- KR1: Achieve at least 95% score on audit quality by external conductor.
- KR2: Improve our Ethical Hacker test scores by 5%.

Example 2

We optimise our website navigation for mobile.

- KR1: Reduce churn rate from pages on mobile by 20%.
- KR2: Improve loading speed from pages on mobile by 30%.

Customer success team examples

Customer success teams are here to help you accomplish a myriad of things to retain your customers, and that's where the tactics they'll put into place will be crucial to your company's overall strategy.

Example 1

We keep our customers happy and engaged with our product.

- KR1: Reduce churn rate by 15% by the end of the quarter
- KR2: Improve our customers attendance to webinars by 20% this year

Example 2

We give our customers access to self-service when needed.

- KR1: Improve our FAQs by publishing 40 more articles
- KR2: Record 15 additional videos to explain how to use features

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