

5 QUESTIONS TO ASK YOURSELF WHEN DEFINING OKR'S

Defining Objectives

01

Is the goal (objective) relevant for the company strategy?

Goals should be aligned and scalable with company strategy, team's and manager's objectives.

Nayax key objective for 2021:

- 40% growth target
- Customer centricity, engagement and intimacy

02

What do I want to achieve?

This is your objective. Where do I want to go? How do I visualize the new reality? What will happen if I take this new initiative? This should be an action oriented, specific statement.

03

Is it inspiring and ambitious?

Optimally 1-2 objectives per quarter should be highly ambitious, with an entrepreneurial and disruptive mindset.

Defining Key Results

04

How will you measure your progress?

These are your 3-5 key results to measure achievement of objective.

The outcomes should be quantifiable, measurable, and weekly progress trackable.

The key results should be defined:

Specific
Measurable
Aligned
Realistic*
Time bound

Defining weekly "check-ins"

05

What are we going to do to make progress?

These are the initiatives you need to take to achieve the key results.

List of ideas, tasks, and actionable items to support progress.

Additional guidelines & golden rules:

- 2-3 objectives per quarter
- 3-5 key results for each objective
- Include at least one individual development CFR (Conversation, Feedback and Recognition) in your plan
- In case of ad-hoc objective (an objective that has been added by manager / stakeholder during the quarter), prioritize to decide if something else should be dropped or the added-on objective should be pushed back and challenged
- Review your OKR's with team on a weekly "check-in basis", to assess progress, create alignment with other departments and different stakeholders.
- Start your objective with a verb

*While objectives should be stretched and realistic, 1-2 should be highly ambitious.