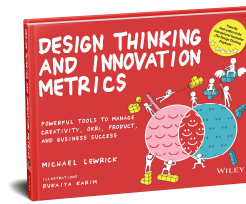




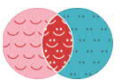
Quick guide: A good starting point for the definition of OKRs is to place the customer/user at the center of the considerations and to take the associated insights as a basis. The considerations can be continued with potential actions, which in turn lead to an outcome. In the best case, the OKRs are based on leading indicators or a mix of leading and leading indicators.

CHEAT SHEET FOR FORMULATING OKRs

More tips & tricks on book page: 275



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com



Description of Customer/User

1



Insight, Aspiration, and Foresight



Based on _____
(foresight, insights, customer feedback)

2

For example:

- Ethnographic research on Generation Z reveals that TikTok is the predominant search engine.
- Since 2022, data shows a high demand for travel experiences in the Metaverse.
- A global shortage of gas and oil will boost the demand for renewable and alternative energy sources by 2040.

Evidence, Insights, Beliefs, and Bets



We believe _____
(actions)

will result in _____
(outcome)

We know/assume the team, organization or company will be successful when the outlined key results are reached

(see below leading or lagging indicators)

3

Leading Indicators



Key Results that Predict Success

For example:

- Double the number of users every quarter.
- Promote all offerings via ecosystem actors quarterly.

Lagging Indicators



Key Results that Show the Effect

For example:

- Increase market share from 30 to 45 percent.
- Improve NPS from 50 to 70.

Confidence Level

What is the confidence level to reach OKR?

4

