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something basic in  
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That's something

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Summary How to  
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The 2 things that  
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Matters got entirely  
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Ideas Intention vs

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and Do You Need  
Both? The

difference between  
Metrics, KPIs

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How to Set Good

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~~OKRs With~~  
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Write OKRs  
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Why the secret to  
success is setting  
the right goals |

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includes a broad  
range of first-  
person accounts  
that demonstrate  
the focus,  
ambition, and  
explosive growth  
that OKRs have  
spurred at so many

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Now that we knew  
our true Objective,  
it was easy to  
create Key Results  
that were  
measuring the  
things that really  
mattered: improve  
(i) visitor-to-lead  
conversion rate,  
and (ii) percentage

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of leads that is  
accepted by Sales.

~~How to use OKRs to  
measure what  
matters — Perdo~~

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Matters OKR

Starter Kit by John

Doerr. This

template helps you

and your team get

started with OKRs

(Objectives and

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What Matters) based  
on the book  
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Doerr became  
known as the  
"Johnny  
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OKRs due to his efforts to spread their magic. His book, Measure What Matters, laid out the management frameworks that are OKRs.

~~What Matters:  
What are OKRs  
goals? Explanation  
and examples~~

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“Measure What Matters takes you behind the scenes for the creation of Intel’s powerful OKR system—one of Andy Grove’s finest legacies.”  
—Gordon Moore, cofounder of Intel

“Measure What Matters will transform your approach to setting

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goals for yourself  
and your  
organization.

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range of first-  
person accounts  
that demonstrate  
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that OKRs have  
spurred at so many  
great  
organizations.



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~~What Matters: OKR  
vs. KPI: What's the  
difference?~~

The definition of  
"OKRs" is  
"Objectives and  
Key Results." It is a  
collaborative goal-  
setting tool used by  
teams and  
individuals to set  
challenging,  
ambitious goals

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with measurable  
results.

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Measure What  
Matters is about  
using Objectives  
and Key Results  
(OKRs), a  
revolutionary  
approach to goal-

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setting, to make  
tough choices in  
business.

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~~What Matters:~~  
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~~WATCH: John Doerr~~

~~OKR TED Talk~~

Ideas are easy.

Execution is

everything. It takes  
a team to win.

Objectives and key  
results (OKRs) help  
to create clarity,  
focus,  
accountability,  
alignment an...

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Google, Bono And  
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A metric is a means to measure performance or progress. Just as apples and oranges are types of fruit, KPIs and OKRs are types of metrics. Just as apples and oranges are types of fruit, KPIs and

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OKRs are types of metrics. Although metrics are usually numbers, they don't have to be.

~~KPIs, OKRs, OMTM:  
The History of  
Modern Metrics &  
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Doerr reveals how  
the goal-setting  
system of  
Objectives and Key  
Results (OKRs) has  
helped tech giants  
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What Matters

explosive growth—and how it can help any organization thrive.

In the fall of 1999, John Doerr met with the ...

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and Key Results (OKRs), a revolutionary approach to goal-setting, to make tough choices in business. In 1999, legendary venture capitalist John Doerr invested nearly 12 million dollars in a startup that had amazing technology,

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