



Creating Objectives and Key Results (OKRs)

Fostering Shared Purpose. Driving Results. Building Flourishing Teams.

Overview

At DRYVE, we view Objectives and Key Results (OKRs) as far more than a performance management tool, but as a strategic alignment system that cultivates a flourishing culture. Rooted in Shared Purpose, OKRs foster psychological ownership, clear direction, and meaningful dialogue across every level of an organization.

OKRs help teams move from Common Purpose (transactional alignment) to Shared Purpose (transformational alignment), building cohesion around what we aim to achieve—together.

Core Components

Objectives

- **Definition:** Aspirational and qualitative focus areas aligned with the organization's Ideal Future.
- **Think:** “What will we achieve together over the next year?”
- **Characteristics:** Concise, inspiring, and motivating.
- **Examples:** “Expand market leadership”, “Improve team efficiency”, or “Improve team communication.”

Key Results

- **Definition:** Quantifiable metrics that measure progress toward the objective.
- **Think:** “How will we know we’ve been successful?”
- **Characteristics:** Specific, time-bound, and measurable
- **Examples:** “Increase market share by 15%” or “Reduce onboarding time to 30 days while still maintaining intentional touchpoints.”



Overview

More than just goals—they are engagement engines.

- **Focus:** Prioritize what truly matters with clear direction.
- **Alignment:** Connect individual and team contributions to organizational purpose.
- **Transparency:** Foster trust through visibility and accountability across the system.
- **Accountability:** Use dashboard check-ins and quarterly check-ins to ensure follow-through.
- **Empowerment:** Enable teams to own their space while contributing to the whole.

How We Implement OKRs with You

1. Define Organizational Objectives

Leverage Strategic and Operational Planning to set 3–5 organizational objectives grounded in Shared Purpose.

2. Craft Key Results

Use SMART principles: specific, measurable, achievable, and time-bound.

3. Communicate and Co-Create

Encourage team-created OKRs to build buy-in and psychological ownership.

Provide space for each individual to create personal OKRs.

We use Connect Teams and SPTs to cascade and activate objectives across departments.

4. Reflect and Refine

Quarterly Updates and Dashboard meetings help track progress, remove blockers, and celebrate wins.



Best Practices - The DRYVE Way

Principle	What it Looks Like
Limit to the Essential	Focus on no more than 3–5 Organizational OKRs.
Invite Ownership	Enable teams to self-author within alignment.
Use Standard Agenda	Always review OKRs as part of meeting cadence.
Facilitate Meaningful Content	Prioritize curious and engaging conversation over compliance.
Circle Back	Reinforce learning and accountability through regular reviews.

Conclusion

OKRs are not just a goal-setting framework—they are a transformational tool when implemented with DRYVE principles.

Start small. Iterate. Engage.

Let them serve as a vehicle for organizational health, team alignment, and remarkable outcomes.



Creating OKR Worksheet

O1		Owner	Status
KR			
KR			
KR			
KR			

O2		Owner	Status
KR			
KR			
KR			
KR			

O3		Owner	Status
KR			
KR			
KR			
KR			

Example:

O1	Improve Team Communication	Owner	Status
KR	<i>Plan, launch, and implement a Connect Team.</i>	<i>Champion (Rachel)</i>	<i>Connect Team launched, Champion in place</i>
KR	<i>Develop a framework that fosters clear and engaging internal meeting structures.</i>	<i>DOO (Donald)/ Department Leads (Tim, Sara, Ben)</i>	<i>Internal Department Team Mtngs Launched and Running</i>
KR	<i>Develop opportunities for consistent coaching conversations for team leads and relevant teammates.</i>	<i>Department Leads (Tim, Sara, Ben)</i>	<i>Template developed, 1st round of conversations scheduled.</i>