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Measure What Matters OKR's [Book Review]

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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 of leads that is accepted by Sales.

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Measure What Matters OKR Starter Kit by John Doerr. This template helps you and your team get started with OKRs (Objectives and Key Results) based on the book Measure What Matters by John Doerr.

~~Measure What Matters OKR Starter Kit by John Doerr~~

Doerr became known as the “Johnny Appleseed” of OKRs due to his efforts to spread their magic. His book, Measure What Matters, laid out the management frameworks that are OKRs.

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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.”
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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 with measurable results.

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Measure What Matters is about using Objectives and Key Results (OKRs), a revolutionary approach to goal-setting, to make tough choices in business.

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Ideas are easy. Execution is everthing. It takes a team to win. Objectives and key results (OKRs) help to create clarity, focus, accountability, alignment an...

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

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nearly 12 million dollars in a startup that had amazing technology, entrepreneurial energy and sky-high ambitions.

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