

OKR rubric

A practical rubric + worksheet to write OKRs that teams can execute and leaders can trust.

PURPOSE

A rubric to write OKRs that create clarity, protect focus, and drive measurable behavior change.

OKR quality checks

- Objective is customer/mission oriented (not a project list).
- Objective is directional and inspiring, but not vague.
- Key Results are outcomes (behavior or business impact), not outputs (features shipped).
- KRs are measurable with a baseline and target.
- KRs are within the team's control or explicitly list dependencies.
- Guardrails exist for trust/safety/quality where applicable.

Scoring rubric (1–5 each)

Dimension	1 (poor)	3 (ok)	5 (excellent)
Clarity	Ambiguous / jargon	Mostly clear	Plain language anyone can repeat
Outcome focus	Outputs / tasks	Mixed	Pure outcomes tied to behavior change
Measurability	No baseline/target	Baseline or target	Baseline + target + measurement plan
Strategic alignment	Unclear linkage	Some linkage	Direct linkage to business priority
Controllability	Depends on others	Shared	Team has clear levers; deps named

Examples (tight)

Good Objective: Reduce effort for customers resolving billing issues digitally.

Good KRs: Increase self-serve completion from ___ to ___; Reduce calls per 1,000 customers from ___ to ___; Improve CSAT for billing journeys from ___ to ___ (guardrail: complaint rate ≤ ___).

OKR worksheet (fill-in)

Field	Fill in
Objective (one sentence)	_____
Customer + moment	Who? When? What triggers intent?
Baseline(s)	What is true today?
Key Result 1 (outcome)	From ___ to ___ by ___
Key Result 2 (outcome)	From ___ to ___ by ___
Key Result 3 (outcome)	From ___ to ___ by ___
Guardrails	What must not get worse?
Measurement plan	Where data comes from; who owns dashboard
Dependencies / risks	What must be true to hit KR's?