**OKR GOAL-SETTING TEMPLATE**

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| **COMPANY NAME** | **PREPARED BY** | **DATE** |
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| LONG-TERM VISION | COMPANY OKRs | FACTORS TO CONSIDER |
| **COMPANY MISSION** | **OBJECTIVE 1** | **SUPPORTS** |
| What is the primary purpose of our business? Why does our brand exist? |  | What will enable us to achieve our key results? |
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| **ASPIRATIONS** | **KEY RESULTS** |
| What are our long-term ambitions?What do we hope to accomplish? |  |
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| **OBSTACLES** |
| What is blocking our success? |
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| **OUTCOME** |
| How will we define and measure success? How will we know when we have reached our end goal? |
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