

Quarterly vs. Annual OKRs

Reference Guide

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	Quarterly	Annual
Objectives	<ul style="list-style-type: none">• Shorter-term focus, usually three months• Reflect the most pressing priorities or opportunities that the team or organization needs to address• Can be adjusted more frequently to adapt to changes in the business environment or emerging priorities	<ul style="list-style-type: none">• Aligned with the organization's long-term vision and strategic goals• Include broader and more strategic initiatives that may take longer to accomplish• Provide a stable framework for guiding the organization's efforts, and are less susceptible to change
Key Results	<ul style="list-style-type: none">• Focused on specific outcomes that can be realized within the quarter• Can be adjusted more frequently to adapt to changing priorities	<ul style="list-style-type: none">• Focused on long-term impact, including broader initiatives and outcomes that may take longer to accomplish
Cadence	<ul style="list-style-type: none">• Reviewed by stakeholders once every three months or more frequently	<ul style="list-style-type: none">• Reviewed by stakeholders once a year
Ownership	<ul style="list-style-type: none">• Separate quarterly OKRs are usually held by individual teams within an organization• Teams typically set and achieve their own quarterly objectives, which are aligned with broader organizational goals	<ul style="list-style-type: none">• Often require collaboration and alignment across multiple teams or departments• Often require that leadership teams have a more significant role in setting and overseeing OKRs to ensure alignment with the organization's strategic priorities
Alignment	<ul style="list-style-type: none">• Align with the company's shorter-term initiatives and goals	<ul style="list-style-type: none">• Align with the company's overarching strategic priorities

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