[A picture containing drawing

Description automatically generated](https://bit.ly/2X8uK6Y)**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? |
|  |  |
| **ASPIRATIONS** | **KEY RESULTS** |
| What are our long-term ambitions?  What do we hope to accomplish? |  |
|  |
| **OBSTACLES** |
| What is blocking our success? |
|  |
| **OUTCOME** |
| How will we define and measure success? How will we know when we have reached our end goal? |
|  |

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