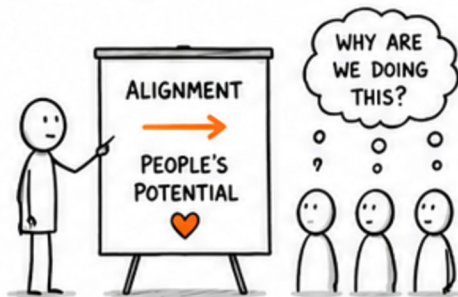


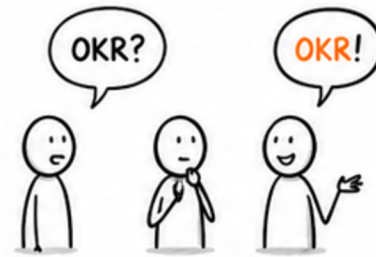
OKR CHEAT SHEET – 8 COMMON MISTAKES

1 FORGETTING THE WHY



→ **Instead:** Repeat the purpose until it sticks.

2 MISUSING OKR



→ **Instead:** Say Objectives & Key Results. Use an OKR coach.

3 UNCLEAR OBJECTIVES VS KRS

OBJECTIVE (DIRECTION)



"Improve customer satisfaction"



KEY RESULT (MEASURABLE)



"Raise NPS from 32 to 45 by end of quarter"



→ **Instead:** Make every Key Result measurable. Know if you hit it.

4 TOO MANY KEY RESULTS



→ **Instead:** Start small: max. 3 Objectives and 1 KR per person.

5 NO LEADERSHIP OBJECTIVES



→ **Instead:** Get leadership objectives agreed first. No top objectives, no team cycle.

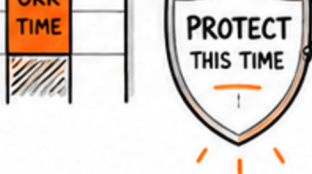
6 FORCING OKRs



→ **Instead:** Build trust, create capacity, coach individuals.

7 NO DEDICATED TIME

M	T	W	T	F



→ **Instead:** Reserve and protect time for Key Result work.

8 STATUS THEATRE

TOO LITTLE CONTROL



CHECK-INS
(FOCUS ON BLOCKERS & LEARNING)

TOO MUCH THEATRE



END OF CYCLE:
GRADE & LEARN



OWNER OF
THE RITUAL

→ **Instead:** Short check-ins, focus on blockers and learning. Grade honestly, learn, and keep one owner for the ritual.



REMEMBER: OKRs are about alignment AND unlocking people's potential. Keep it simple, keep it human, keep it going.

