OKR Starter

Set goals that actually move your startup — in one page. A free resource by AM Digital Group.

The 30-second method

- **Objective** = what you want to achieve. Qualitative, inspiring, time-bound.
- **Key Result** = how you'll know you got there. A measurable number you can verify — never a task.

Your OKR (fill it in)

Objective	
Owner	
Quarter	

Key Result (measurable)	Baseline	Target	Current
KR 1			
KR 2			
KR 3			

4 mistakes to avoid

- Writing **tasks** ("launch feature X") instead of **outcomes** ("increase activation to 40%").
- Too many objectives — pick **3–5 max**, each with 2–4 key results.
- No owner — every objective needs one accountable person.
- Sandbagging — set targets where **~70% achievement is already a solid win**.

> Tip: review your key results every week. Visibility is what makes OKRs work.

Want the full system? The **OKR & Product Roadmap Kit** gives you annual + quarterly OKRs, an automatic progress dashboard, a product roadmap (Now/Next/Later) and a backlog — in Excel + Notion, English + Spanish.
→ Get it at AM Digital Group.

© AM Digital Group. Free resource — share it, don't resell it.