

Relevant

There is a specific area for improvement. Don't pick an objective that doesn't offer great value and won't significantly improve someone's experience.

Aligned

Connect with higher- and lower-level goals. The objective is not simply imposed but also not fully independent. Teams at different levels move in the same direction.

Inspirational

You motivate the team. There's nothing worse than working toward a goal that doesn't move anyone. People need a reason to get out of bed in the morning.

Negotiated

Improve with feedback from other teams and stakeholders. This requires transparency. The team is autonomous, but it does take into account all comments.

Collaborative

An effort by the whole team is needed to accomplish the goal. An objective requiring that one team member does all the work doesn't count.

Agreed

All team members feel committed to the selected goal. To phrase it horribly, the team members are on the same page and in the same boat.

Time-bound

The team knows when the planned outcome should be achieved. In general, goals without a specific date or milestone don't work.

Measurable

Make sure that it answers the question, "Did we achieve the objective or not?" If the key result is not quantifiable, it cannot tell us if we are on track.

Outcome-oriented

You should measure a behavioral change of customers, employees, or stakeholders. Simply ticking off a list of action items doesn't count!

Balanced

Compensate for blind spots among the other targets within the same set. For example, if one key result covers quantity, another could cover quality.

Realistic

At the same time, despite the ambition, team members still must feel the work is doable and aiming for the intended outcome is reasonable.

Ambitious

Allow team members to feel a little bit uncomfortable. With effort, the key result should be achievable, but it's far from easy. In other words, it is challenging.

Trackable

Finally, ensure that the metric does not simply have a True or False binary outcome. The team should be able to see progress toward their goal.

Simple

Targets must be unambiguous and easy to understand for all team members. Don't make your metric a complicated formula that consists of a myriad of variables.

