



14 Reasons Why Prominent Brands Rely On OKRs

Many of the world's leading organizations are using Objectives and Key Results (OKRs) to help employees plan what they're going to accomplish, track their progress, and refine future priorities and milestones. But with so many popular goal-setting methodologies over the years, why are prominent brands like Amazon, Microsoft, Google, LinkedIn, and Twitter championing the OKR methodology?

The answer? OKRs enable a company to:

1 Align and connect employees to corporate goals

When goals are documented and shared across the organization, it establishes the much-needed layer of transparency to help employees feel more connected to the business—and more invested in making these goals a reality.

2 See how goal progress aligns with the company's vision, strategy, and top priorities

OKRs provide a meaningful way for individual employees to demonstrate involvement and value in how their work and achievements contribute to business growth. This aspect of the OKR methodology is a great way to boost individual and team morale. Additionally, it fosters enthusiasm from the workforce—and a connection to their company and peers.

3 Give clear direction to every team and individual

With OKRs, every organizational objective inspires the creation of several team-based and multi-aligned OKRs. This fundamental principle creates clarity around productivity and success for every team and individual. It also mitigates duplicate effort and enables each employee to sharpen their focus and achieve measurable outcomes.

4 Increase productivity through radical focus

When daily work revolves around agreed-upon, core business goals, employees know what they should be working on and when. OKRs help each employee stay focused on the big picture so they can better prioritize their time and brainpower around initiatives that matter most. Additionally, the use of OKRs provides clarity around the measurement of success. Employees no longer have to struggle with how to gauge the progress of their goals.

5 Regularly track progress towards goals

OKRs are reviewed and updated on an ongoing basis, which enables a significant culture shift from the traditional quarterly and annual planning meetings. Establishing more frequent goal cycles keeps everyone focused on making progress and allows them to pivot as new business opportunities or competitive threats emerge.

6 Use regular weekly updates to gain insights

The use of OKRs makes meetings more productive. By using weekly check-ins, status updates remain focused on the big picture—and ensure each conversation ends with clear action items.

7 Make compelling and informed decisions

Think of OKRs as a guiding light for decision-making related to broader business concerns and issues, as well as a helpful compass to navigate employee strengths and weaknesses. Tracking OKR progress can paint a picture of how teams communicate and collaborate, while an individual's goal-setting strategy and accomplishments can provide qualitative insight into learning and development opportunities.

8 Achieve measurement, accountability, and transparency

By using OKRs, company goals are available across the company level—creating clarity and transparency between peers and departments. Everyone knows what everyone else is working on, and how together, they are working cohesively to achieve broader goals. It is a harmonious system that holds everyone accountable for their own, direct contributions.

9 Increase collaboration and alignment between teams

By enabling every individual across the company to see all objectives the company can support an all hands on deck approach to collaboration. This method of pure transparency drives greater alignment between peers and departments.

10 Boost individuals' engagement and empowerment through the goal-setting process

Companies that subscribe to OKRs foster an enhanced perception of success that is easier to attain and maintain. OKRs also celebrate the individual contributions each employee brings, helping everyone feel accomplished—and aware of how their contributions impact the broader business goals.

11 Increase insight into organizational performance for top-level executives

OKRs provide streamlined insight into how the business is tracking, so leadership can easily allocate their time and output more efficiently. Another key benefit of using OKRs is the ability to quickly discern which objectives are behind or at risk, requiring additional attention.

12 Analyze the root causes of why objectives are not achieved

With OKRs, all objectives and measures for success are documented. As a result, everyone has the opportunity to drill into progress and the risks associated with off-track goals. This insight encourages more productive conversations around tactics and priorities and helps teams, and the business collectively determines how to move forward—even if that means adjusting an objective.

13 Improve resource allocation and management

OKRs can provide a detailed view of the areas in which individuals require additional resources or support, and may surface opportunities for improved labor allocation to enhance workforce efficiency.

14 Capture cross-functional dependencies across teams

Managing goals through the OKR framework offers a helpful way to uncover the critical stakeholders involved in various tasks. With an improved understanding of how others work to achieve and complete requirements, businesses can better assign human capital.

Ally.io is a strategic goal-setting and business performance management solution that enables businesses to shift from traditional, disjointed planning and execution to a modern, OKR-based framework that drives strong alignment, agility, transparency, and empowers the workforce. Ally's solution makes it incredibly easy to adopt OKRs as a seamless part of the users' daily workflow. The platform has built-in OKR best practices and provides seamless integration to several enterprise systems, including Slack, Salesforce, Jira, Smartsheet, Asana, and ZenDesk.

Ally's comprehensive professional services offer continuous support, dedicated training, and coaching to ensure best-practices for implementation and successful change management. Since its launch in 2018, Ally.io has been adopted by hundreds of leading organizations in more than 80 countries.



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