

# 8 Ways OKRs Help Businesses Grow and Thrive

Some of the world's most innovative businesses, from Intel to Google, have embedded Objectives and Key Results (OKRs) into their business. Why? OKRs help organizations focus less on task assignment and completion, and more on collective goal setting and accomplishment. It fuels radical focus and enables employees to think more comprehensively about the mission and direction of the business.



# Here are 8 key ways OKRs help businesses grow and thrive:

I will \_\_\_\_\_

OBJECTIVES

as measured by \_\_\_\_\_

KEY RESULTS

1

## Focus and discipline

When an organization rallies around a focused number of goals, it reduces distraction and allows everyone across the company to better prioritize their time and manage their workload. Rather than spending time on menial tasks and one-off initiatives, teams are more disciplined and focused on the projects that drives the business closer towards accomplishing its OKRs.

2

## Alignment and cross-functional cooperation

The larger a company is, the harder it is to keep everyone aligned and working towards the same goals. The use of shared OKRs improves collaboration among departments and teams. Employees can quickly identify goals, contributors, and unify against competing initiatives. Together, they solve interdependencies and find better ways to work together towards broader company objectives.

3

## Reduced time for setting goals

OKRs force organizations to rely less on the "set it and forget it" mentality, and instead, conduct more frequent check-ins and review cycles. The simple OKR rhythm of check-ins and reviews also makes the goal-setting process faster and easier, drastically reducing the time and resources spent on the setting, reviewing, and adjustment of goals.

4

## Clearer communication

OKRs create a clear and concise view of the company- and team-wide goals and priorities. This consolidated version of truth improves transparency, allowing everyone to see top business priorities and understand how their work contributes to organizational growth.



In a survey of 1,500 global C-Suite executives, companies who clearly defined and acted on a sense of purpose outperform the financial markets by 42%.

- DDI

5

#### Increased employee engagement

OKRs are designed to focus on larger goals that require the contribution of multiple team members and functional areas. Having a multi-alignment approach for goal setting helps connect all employees to the company mission and vision, as well to each other's goals where appropriate—thereby increasing engagement and collaboration.

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#### Autonomy and accountability

Because company-wide objectives are designed to include multiple teams and employees, everyone has a clear direction of what they need to accomplish and their measures for success. This method holds employees accountable for their roles and responsibilities but provides them autonomy over their day-to-day methods and workflow processes.

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#### Bolder goal setting

One of the core foundations of OKRs is the idea behind stretch goals—and the notion of decoupling OKRs from performance management. When this happens, and a company embraces the idea of stretch, it empowers employees to set bigger, more audacious goals. Using stretch goals (also known as “moonshot goals”) helps employees stretch creative limits and encourages them to set bolder, more challenging goals that help spark business innovation.

8

#### Agility and innovation

The cadence of frequent goal-setting allows the broader business to come together and align on progress and identify new priorities. Additionally, it allows teams to pivot direction when needed. Shorter goal cycles empower teams to quickly adapt to new business realities and shifting priorities, ultimately increasing innovation and reducing wasted time.



# Ready to adopt the radical new approach of goal-setting?

Sign up for a 14-day free trial of Ally and learn why Slack, Under Armour, DoorDash, LG, Remitly, and others have chosen Ally as their dedicated OKR partner.

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## About Ally

Ally 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 has been adopted by hundreds of leading organizations in more than 70 countries.

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