

Example OKRs

Objective: Become a role model of continuous improvement, lifelong learning, and industry engagement.

- #1 - Listen to at least one business- or marketing-related podcast a week
- #2 - Read at least one business- or marketing-related book a month.
- #3 - Share in #great-articles or #marketing-inspiration at least once every 2 weeks
- #4 - Attend at least one in-person or virtual conference dedicated to product marketing

Be proactive in contributing to the Sales function of our company.

- #1 - Continue to take Sales calls and refine my ability to pitch the company's services to the right types of clients.
- #2 - Lead 3 client engagements
- #3 - Contribute to the company's brand by ramping up our LinkedIn and Twitter game. Post 3 times a week.

Be able to impactfully write about any topic in any format.

- #1 - Write 2 pieces of content in a format I have not done before
- #2 - Enroll in and pass an SEO course (6 hours)
- #3 - Write 3 blog posts about a subject that is new to me

Make my love of creative pursuits and physical activity a priority instead of "when I have time."

- #1 - Take 18 Japanese classes this quarter
- #2 - Journal every night
- #3 - Exercise three times a week
- #4 - Surfing once a week