

Impactful HR OKRs Guide

GUIDE



Introduction

OKRs: Your Practical Guide to Driving Impact in HR

OKRs (objectives and key results) provide a powerful framework for setting clear goals and tracking progress. Adopted by leading companies like Intel and Google, OKRs can transform how your HR team operates, fostering focus, accountability, and strategic alignment.

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The Structure of OKRs

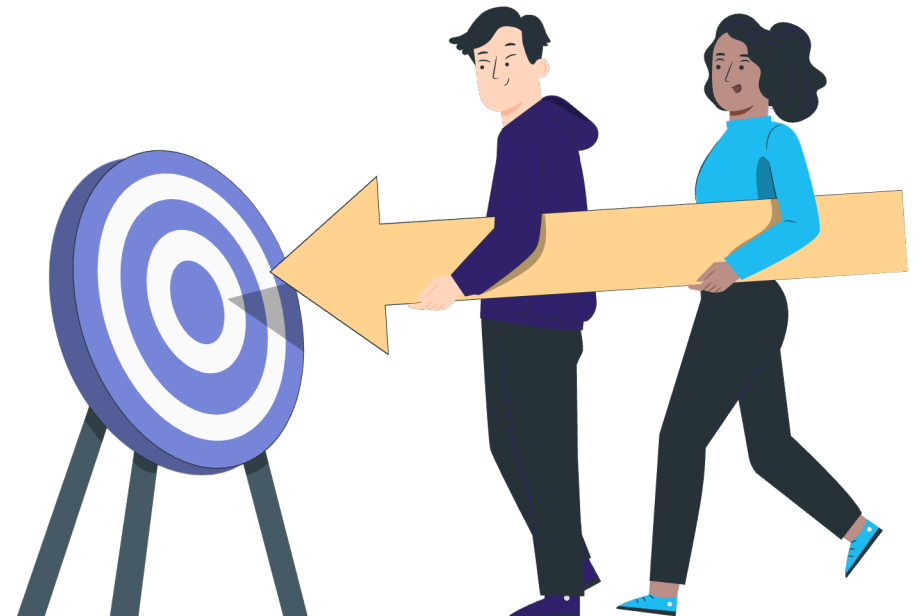
OKRs have three core components that work together to turn ambition into action:

	Objective	Key result	Initiative
Definition	A qualitative, ambitious, and inspiring goal	Quantitative, measurable outcomes that show progress toward your objective	The projects, programs, campaigns, or tasks your team executes to achieve your key results
Answers the question	<ul style="list-style-type: none">What are we trying to achieve?Why does it matter?	How will we measure success?	What actions will we take to get there?
Example	Strengthen leadership capability across the organization.	Increase manager engagement scores from 63% to 75%.	
		Achieve a 90% completion rate in the new leadership development program.	Launch new leadership curriculum by March 1st.
			Run an internal awareness campaign for the program.
			Run an internal awareness campaign for the program.
			Embed participation into manager performance reviews.
		Increase average 360-degree feedback scores for managers from 3.8 to 4.4 on a 5-point scale.	

Why OKRs Work for HR

OKRs ensure your HR efforts are impactful and aligned with the broader business strategy:

- 1. Strategic alignment:** HR OKRs should always tie back to the company's overall business strategy. If the company aims to "expand into two new international markets," your HR Objective could be "build a talent pipeline to enable global expansion."
- 2. Cross-functional collaboration:** OKRs naturally promote teamwork. If another department sets a goal that requires HR support (e.g., "hire and onboard 10 new account executives in Q3"), HR can align its own goals accordingly.
- 3. Focus and adaptability:** Most organizations set and review OKRs quarterly. This regular cadence allows you to assess progress, make informed adjustments, and keep initiatives aligned with changing business needs. While an objective might be annual, the key results supporting it can evolve each quarter.



Steps to Implement OKRs

Here's a practical guide to getting started with OKRs in your HR team:

- 1. Understand the business strategy:** Start by thoroughly understanding your organization's main strategic goals and priorities. Your HR efforts should always support the bigger picture.
- 2. Define objectives and key results:**
 - a. Craft **one to three ambitious HR objectives** that are qualitative and inspiring for the upcoming quarter (or year).
 - b. For each Objective, set **two to five measurable key results** that are quantitative and clearly show success.
- 3. Identify initiatives:** Brainstorm the specific **projects, programs, or tasks** your team will take on to achieve each key result. These are your concrete action items.

Note: Smaller teams may find this step less applicable.
- 4. Assign ownership:** Make sure there's a clear owner for every **objective, key result, and initiative**. This ensures accountability and clarity.
- 5. Communicate and align:** Share your OKRs with your team and other relevant stakeholders. Confirm everyone understands the goals and how their work contributes, fostering alignment across departments when needed.
- 6. Track and review progress:** Regularly check in on your OKRs (e.g., weekly or bi-weekly). Monitor key results and adjust initiatives as needed. At the end of each quarter, conduct a **comprehensive review** to learn and plan for the next cycle.



Putting It into Practice

- **Be specific:** Objectives are qualitative and inspiring; key results are quantitative and measurable.
- **Actions matter:** Initiatives are the concrete steps that drive your key results.
- **Connect to strategy:** Ensure your HR OKRs directly support wider business goals.
- **Review regularly:** Use a quarterly cadence to maintain focus and adapt to change.

By embracing OKRs, your HR team can move beyond simply managing tasks to truly driving measurable impact and becoming a more strategic partner in your organization's success.

