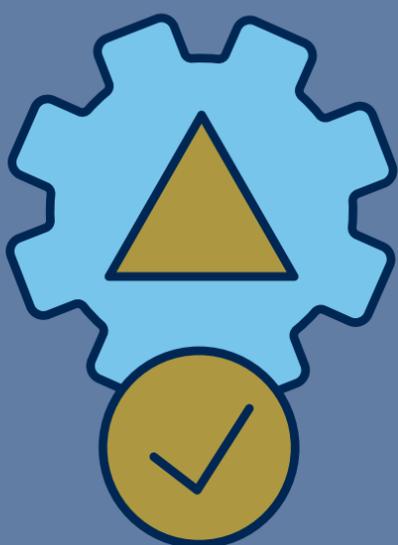


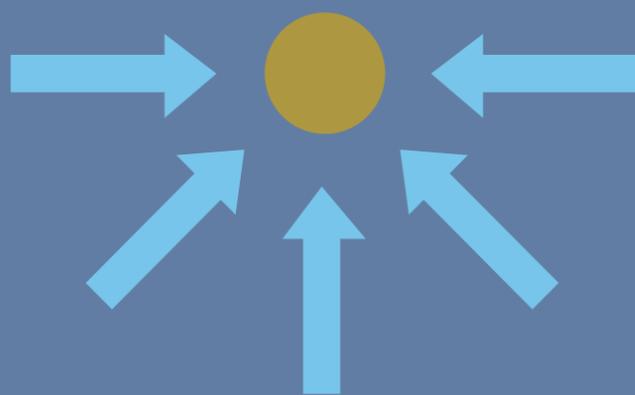
5 top tips for creating KEY RESULTS

1
Outcome Based
Key Results need to be an outcome - not an output, action, activity or task.



2
Quantitative
Contains a metric - best specified by a change in exact values rather than a percentage change.

3
Specific
described using words like increase / improve / decrease / reach / maintain



4
Relevant
Each single Key Result needs to be able to measure progress towards the achievement of the Objective.

5
Agreed
Each Key Result needs to be agreed and accepted with the Key Result owner and not just allocated or assigned to them.

