



OKR vs KPI:

What's the Difference?

Your Quick Guide to Understanding & Using Both Effectively



✓ OKRs (Objectives & Key Results)

🔍 Purpose:

→ Drive change, improvement, or growth.

🔧 What They Do:

- Set ambitious goals
- Align teams
- Focus on measurable outcomes

💬 Example:

Objective:

Improve customer experience

Key Results:

- 1 Achieve NPS of 60+
- 2 Reduce average response time from 24h to 4h
- 3 Increase 5-star reviews by 30%

🚀 Best For:

- Strategic initiatives
- Innovation & growth
- Driving transformation

📈 KPIs (Key Performance Indicators)

🔍 Purpose:

→ Monitor ongoing performance and health.

🔧 What They Do:

- Track regular metrics
- Measure operational efficiency
- Signal if things are on/off track

💬 Example:

- Website traffic
- Monthly revenue
- Customer churn rate

🚀 Best For:

- Business as usual
- Continuous monitoring
- Operational success

💡 Pro Tip:

👉 You don't have to choose between OKRs or KPIs—they work best together. OKRs help you stretch, while KPIs keep your core strong.

