

OKR KPI ?

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1-9, A+ F . OKR KPI . OKR KPI ? . OKR KPI,

OKR ?

OKR Objective and key result ' ' . Objective , Key Result 3~5 .

1) OKR

OKR . OKR .

#1 :

- #1 : 25%
- #2 : \$300 \$500
- #3 : 20 17

#2 :

- #1 : 20% 15%
- #2 : 10 4
- #3 : 70% 90%

#3 :

- #1 : 6-15
- #2 : 30%
- #3 : 4

(Key Result) . ' ' . OKR OKR .

2) OKR

' ' , OKR .

#1 :

- #1 : 25%
- #2 : 30% 50%
- #3 : 40

#1 :

- #1 : 6-15
- #2 : SNS 3

- #3 : 35% 55%

OKR . OKR .

KPI ?

KPI Key Performance Indicator ' ' . , , . KPI .

1) KPI

KPI . KPI .

- : KPI , \$250 \$350
- : KPI , 30%
- : KPI , 50%
- : KPI , 5%

OKR KPI .

OKR KPI

. (OKR) OKR KPI . OKR KPI .

KPI , OKR . KPI " OKR " . , OKR . , .

OKR KPI

. 5 OKR .

1. : OKR .
2. : .
3. : 1~3 .
4. : .
5. : , 0~1 .

OKR , . OKR Confluence .

Objective	Key result	Q2 Score	Notes
Increase sales revenue	Increase web conversion rate by 25%	>1 OVERPERFORMING	Halfway through the year, we've already reached our goal! Web conversion rate has increased by 27% .
	Increase average subscription value from \$300 to \$500	.7 ON TRACK	We're on track to meet this goal, if not surpass it. Average subscription value has increased by \$76 , but we'll need to accelerate our gains in order to meet our stretch goal.
	Reduce average days to sale from 20 to 17	.2 AT RISK	We've only moved the needle slightly on this goal - average days to sale is now 19.85 . We'll kick off Q3 with a strategy session on this target.

OKR KPI

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