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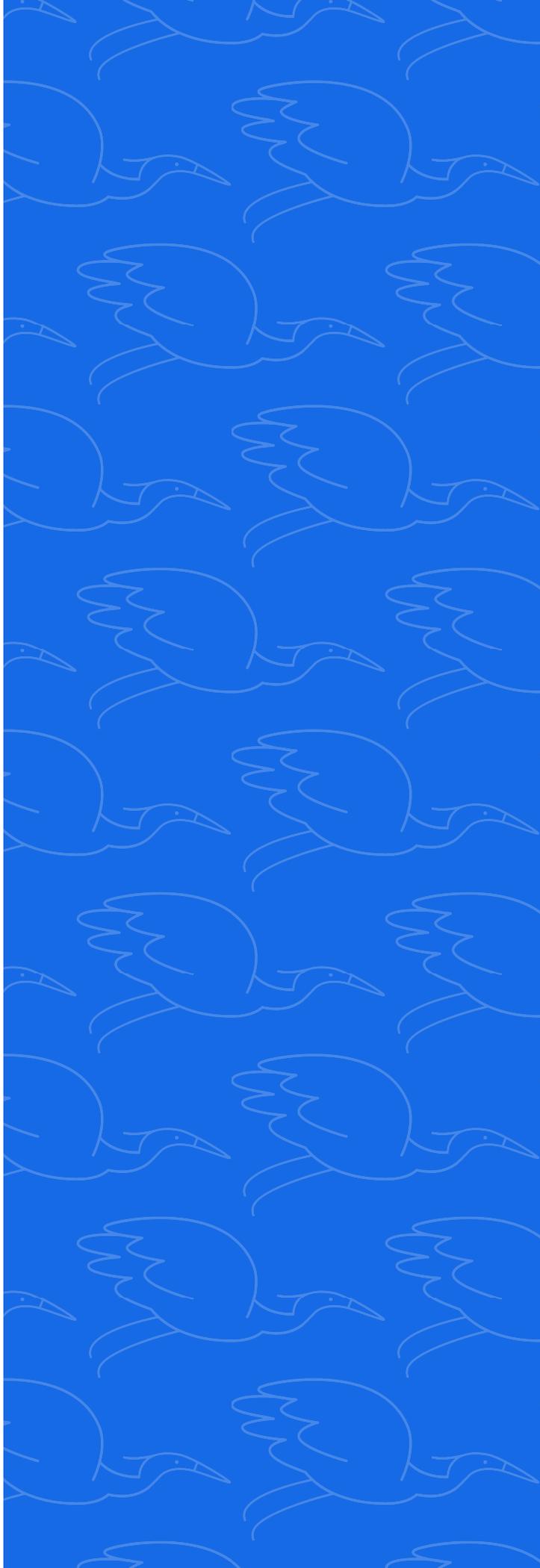
Heron OKRs Best Practices

1 | No carry overs

Avoid the temptation of copying and pasting key results from one quarter to the other. Completing the key results is not important. Focusing on the right thing for the specific scope of time is important.

Start with a blank page and ask yourself about what specific changes matter the most. If one of the Key Results from the previous quarter is still useful, add it and ask yourself:
- **What can you do differently this quarter?**
- **What can make this KR more challenging.**

There is a fresh energy that comes with brand new OKR.

2 | Balance Key Results

Not all Key Results are created equal and it is good to balance them.

For example, quantity key results (e.g. 1000 Instagram followers) can be balanced with quality key results (e.g. 20% conversion rate on Instagram).

Key results that are "pace-keepers" (e.g. 1000 resumes submitted) can be balanced with actual results (e.g. 5 interview invitations).

3 | Score your Key Results

At minimum twice a quarter you want to take a hard look at the score of your OKR.

These are time when we ask ourselves:
- **What results are we actually seeing?**
- **What can I do differently?**

If you subscribe to Heron, our app will do this for you weekly. Scoring results, facing reality, may be a bit painful but it is powerful.

4 | De-prioritize

Things will happen throughout the quarter. The OKR is there precisely so you stay focused through it all. But that doesn't mean you need to stick to it. If, after giving it some thought, some Key Results don't seem as important or relevant, de-prioritize them.

Stay with the part of the OKR that still feels useful, gather the learnings and keep on moving forward.

Never drop a goal again

Heron is an accountability platform that balances results and wellbeing through structure and human partnership.

You'll be able to sign up for coaching, accountability Mondays, our weekly Q&A, download templates, and all the resources you need to keep on moving forward.
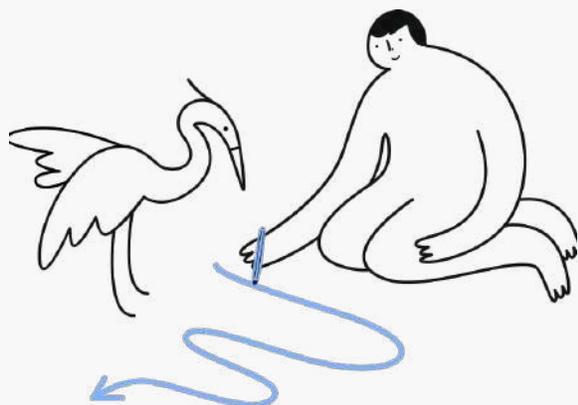
Questions or feedback on the worksheet?

Ask us directly here.

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