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# Let's GSD (get sh\*t done) with OKRs



**NICOLE TANG | PROGRAM MANAGER | TRELLO / ATLISSIAN**

**ABSOLUTE**

**CHAOS**



Andreas M via Unsplash





 [Chris Liverani](#) via Unsplash



# Introducing ChatGPT Plus

We're launching a pilot subscription plan for ChatGPT, a conversational AI that can chat with you, answer follow-up questions, and challenge incorrect assumptions.





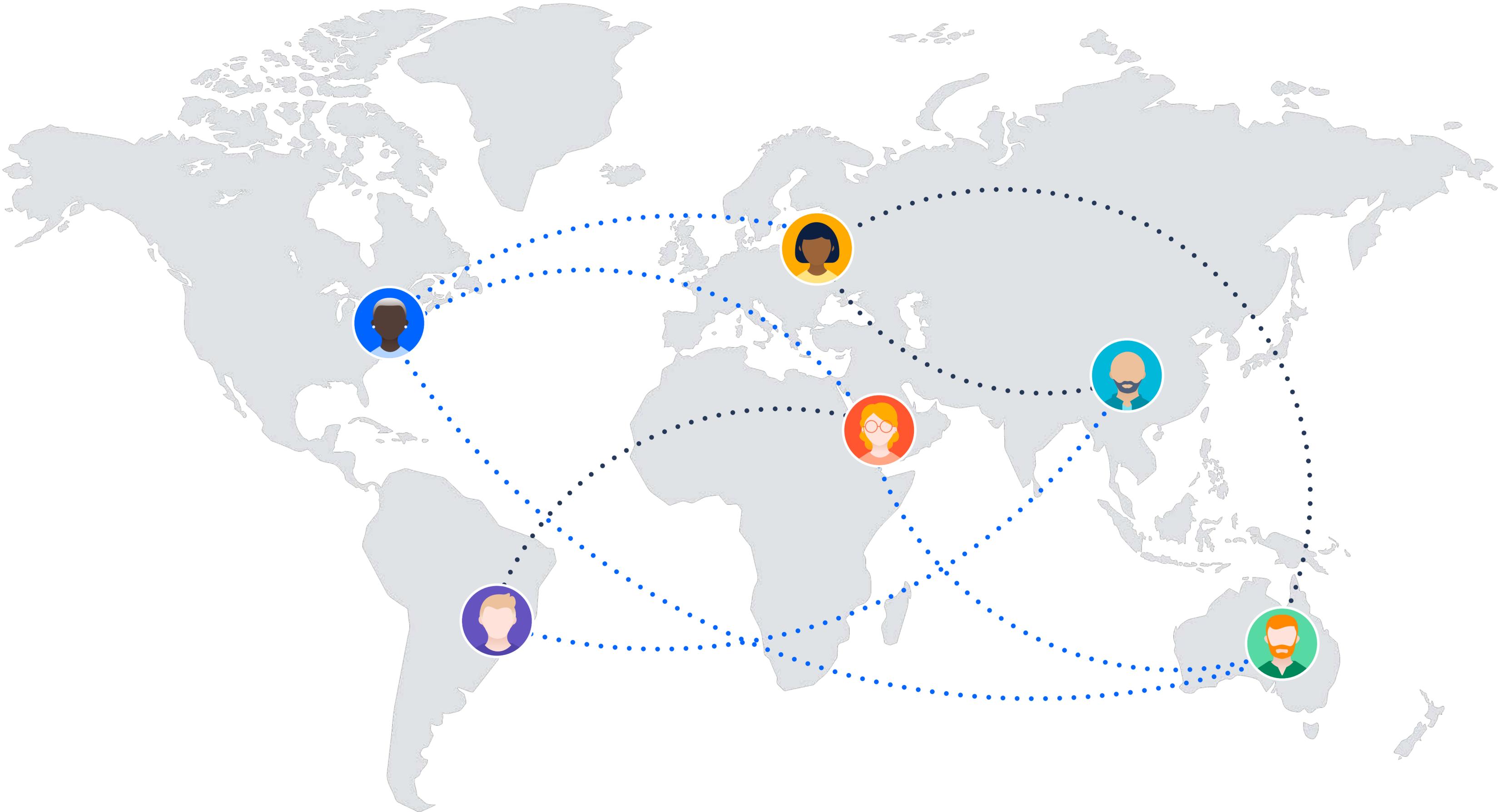
# Let's GSD (get sh\*t done) with OKRs

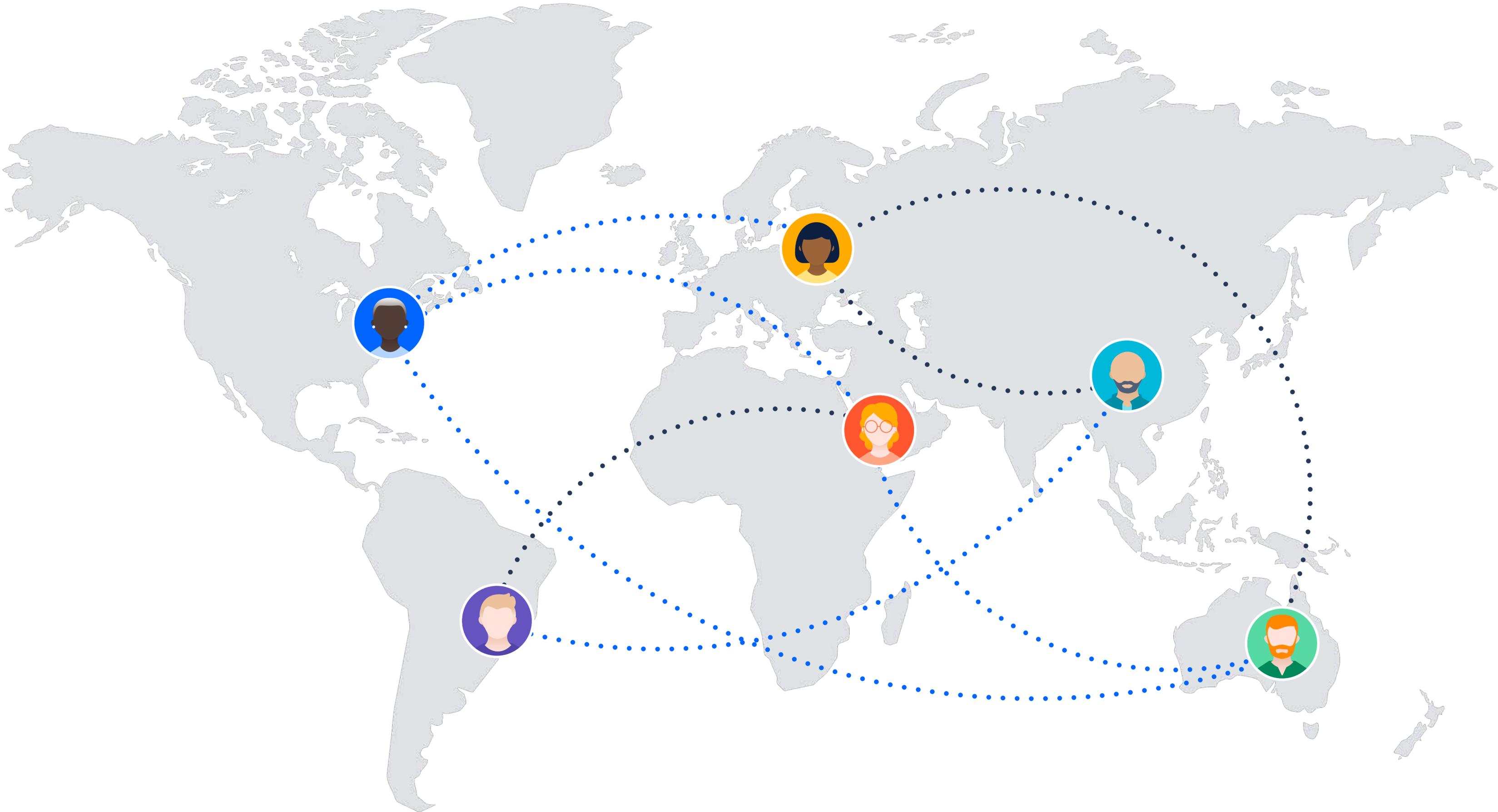


**NICOLE TANG | PROGRAM MANAGER | TRELLO / ATLISSIAN**

O<sub>1</sub> R<sub>1</sub> D<sub>2</sub> E<sub>1</sub> R<sub>1</sub>

C<sub>3</sub> H<sub>4</sub> A<sub>1</sub>  
O<sub>1</sub> S<sub>1</sub>





**COMPANY'S TOP  
PRIORITIES?**

95%

of a company's employees are unaware of, or  
do not understand, its strategy

# Let's control the chaos and GSD with OKRs

OKRs help reach the north star  
Set ambitious goals with measurable results

---

Have the right tools  
Not all tools are created equal

---

Create space for rituals  
Build a culture of openness

---

# Let's control the chaos and GSD with OKRs

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# OKRs

objectives & key results

#1 NEW YORK TIMES BESTSELLER

# Measure

# What Matters

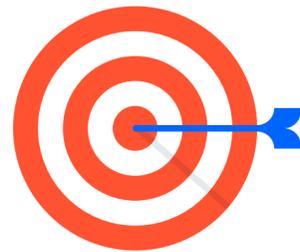
How Google, Bono, and the Gates Foundation Rock the World with OKRs

# John Doerr

WITH A FOREWORD BY LARRY PAGE



**A collaborative goal-setting methodology  
used by teams and individuals to set  
challenging, ambitious goals with  
measurable results.**



---

***John Doer, Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs***

## **OBJECTIVE**

---

**WHAT** is to be achieved

**Significant**

**Concrete**

**Action-oriented**

**Inspirational**

## **KEY RESULTS**

---

**HOW** we get to the objective

**Specific**

**Time-bound**

**Measurable**

**Verifiable**

# Move work forward





**TRANSPARENCY**

**ALIGNMENT**

**INSPIRATION**

**CLARITY**

**ACCOUNTABILITY**





**O:**  
**Reach one billion hours  
of watch time per day  
[by 2016], with growth  
driven by:**

## **KR1**

Search team + main app (+XX%), living room  
(+XX%)

---

## **KR2**

**Grow kids' engagement and gaming watch time (X  
watch hours per day)**

---

## **KR3**

Launch YouTube VR experience and grow VR  
catalog from X to Y videos



**O:**  
**Create and deliver a compelling presentation at TEAM '23**

### **KR#1**

Complete all of my deliverables on time

---

### **KR #2**

Meet with twelve colleagues across various industries about how OKRs are used in their companies

---

### **KR #3**

Work with a speech coach and attend Toastmasters



Setting  
guardrails



**LESS**

**I \$**

**MORE**

- Limit to 1–3 company-level OKRS
- O to KR ratio: 1:2-5



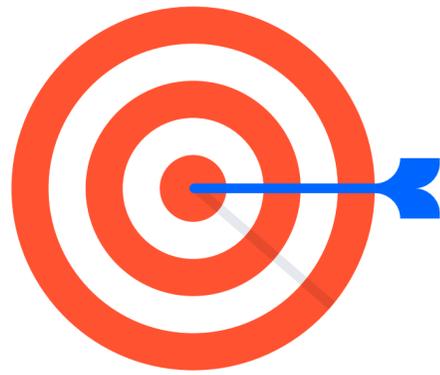
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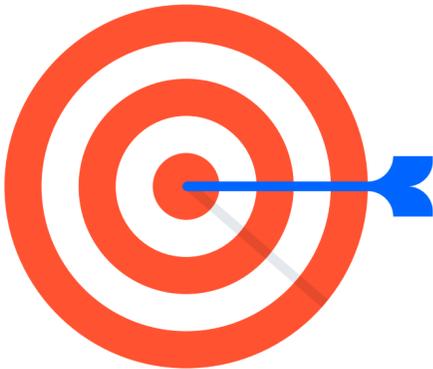
# OKRs across the board



**Company-level (L1)**

**Leave no room for guessing**

# OKRs across the board

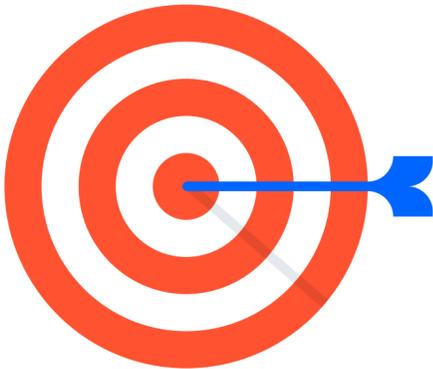


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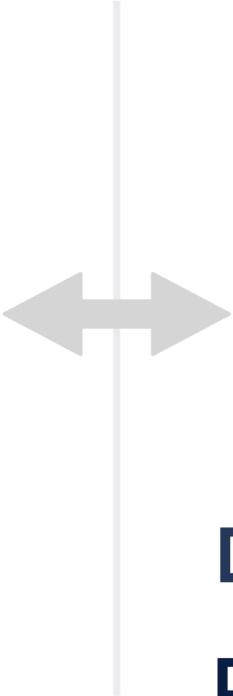


**Department-level (L2)**  
**Drive clarity and focus**

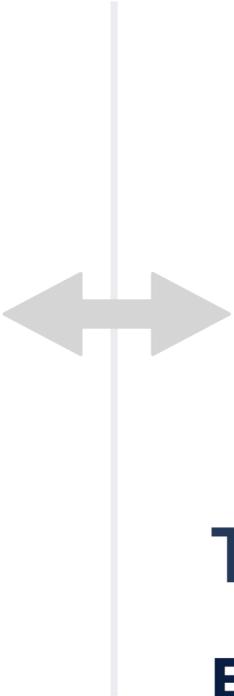
# OKRs across the board



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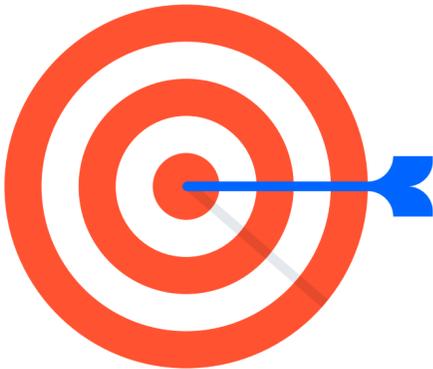


**Department-level (L2)**  
**Drive clarity and focus**



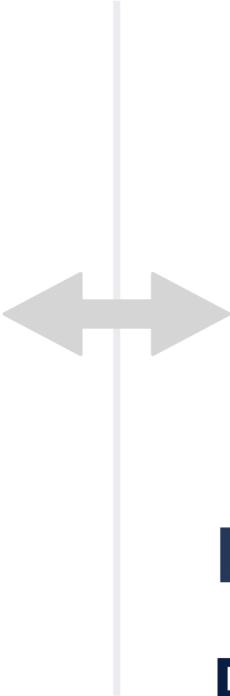
**Team-level (L3)**  
**Empower teams**

# OKRs across the board



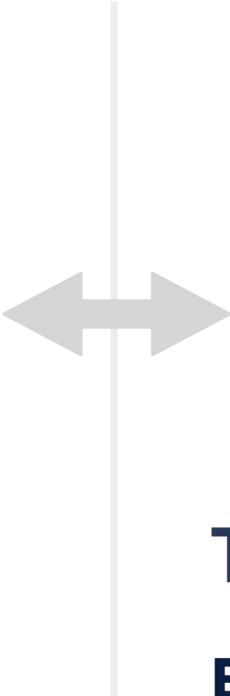
**Company-level (L1)**

**Leave no room for guessing**



**Department-level (L2)**

**Drive clarity and focus**



**Team-level (L3)**

**Empower teams**

# Let's control the chaos and GSD with OKRs

OKRs help reach the north star  
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Create space for rituals  
Build a culture of openness

---

# OKR rituals

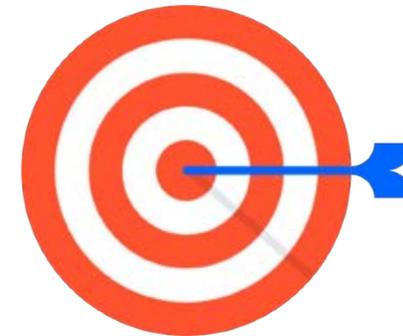


# Reviewing OKRs



## Cadence

Monthly or quarterly  
Async or live review



## Consistency

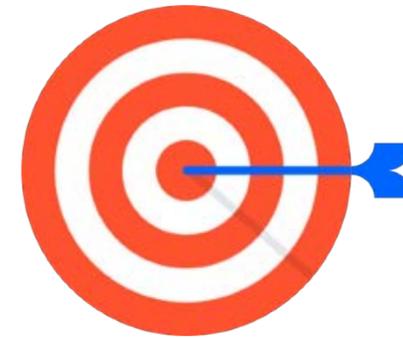
Across the board with tooling  
and templates to drive clarity

# Reviewing OKRs



## Cadence

Monthly or quarterly  
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## Consistency

Across the board with tooling  
and templates to drive clarity

# Scoring OKRs

0.0–0.3

## Off track

We failed to make real progress and we do not think we'll end X hitting our target.

0.4–0.6

## At risk

We are making some progress, but are unsure whether we will end X hitting our target.

0.7–1.0

## On track

We are making progress and are confident we will end X hitting our target.

# Scoring OKRs

0.0–0.3

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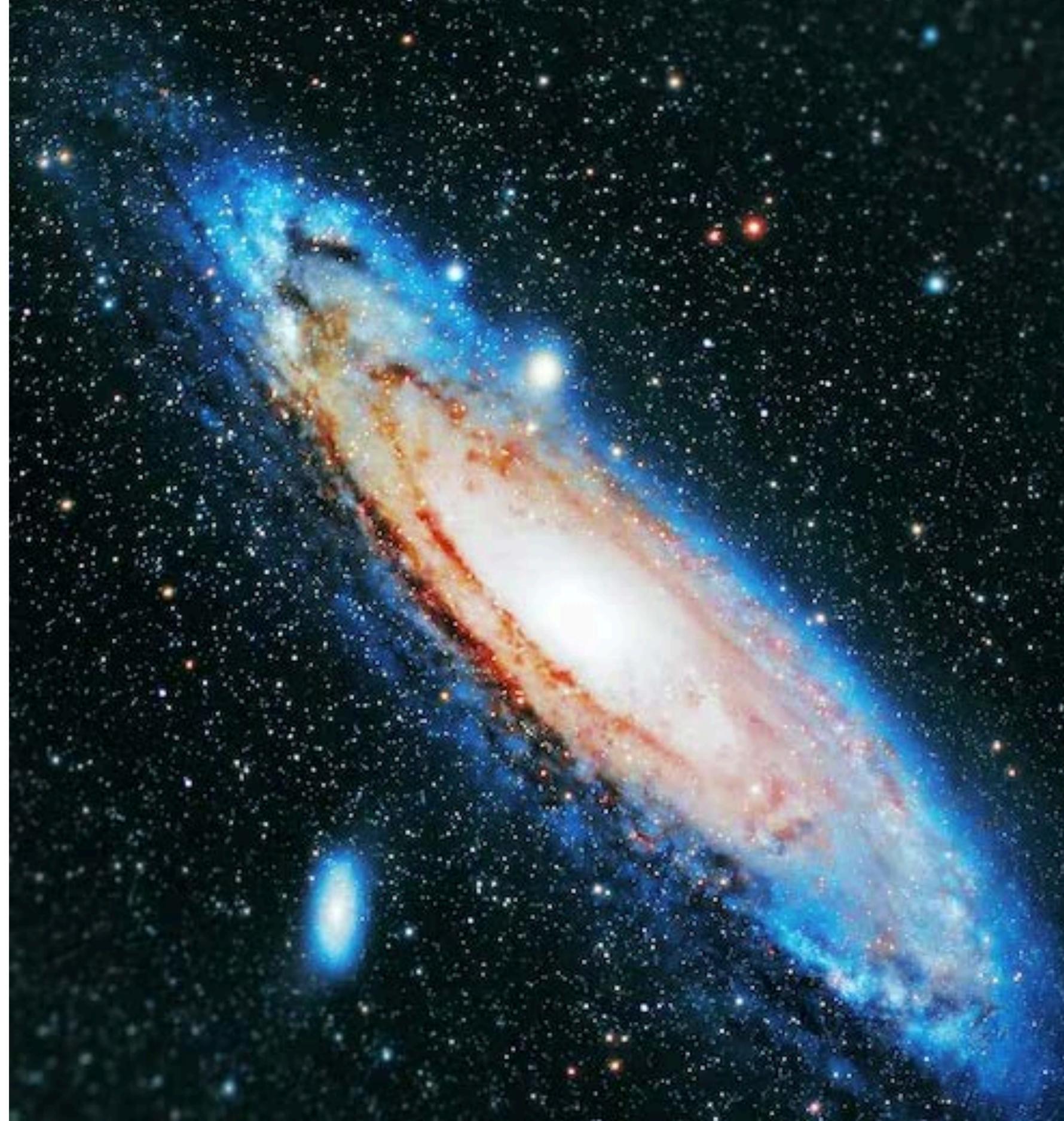
## On track

We are making progress and are confident we will end X hitting our target.

**Don't sandbag**



**Inspirational yet  
achievable**



# Template for writing commentary for OKRs

The screenshot shows a Notion page with a navigation bar at the top containing 'Home', 'Recent', 'Spaces', 'Teams', and 'More' menus, along with a search bar and user profile icons. The page title is 'Template for writing OKR tickets', created by Nicole Tang. A yellow warning box contains the text: 'GUIDE FOR COMMENTARY WRITERS: USE THE FOLLOWING FORMAT IN ATLAS TICKETS.' Below this is a section titled 'Headline commentary' with a sub-header 'Why did we perform this way?'. This section contains two main bullet points: 'OVERPERFORMING OR ON TRACK' and 'OFF TRACK'. Each has sub-bullets for 'What we learned this month:', 'Implications from what we learned', 'Root cause (why is this happening):', 'Impact (data):', and 'Path to green (including specific dates, action items):'. The next section is 'What are we doing to improve our KR?' with a sub-bullet '1-2 bullets...'. The final section is 'Are there any significant risks on the horizon?' with a sub-bullet '1 bullet'. A blue circular icon with a sun symbol is visible in the bottom left corner of the page.

Home Recent Spaces Teams More

Q Search

## Template for writing OKR tickets

Created by Nicole Tang  
Just a moment ago • 1 min read • Analytics • No updates

**GUIDE FOR COMMENTARY WRITERS: USE THE FOLLOWING FORMAT IN ATLAS TICKETS.**

**Headline commentary**

### Why did we perform this way?

- OVERPERFORMING OR ON TRACK** -
  - What we learned this month:
  - Implications from what we learned
- OFF TRACK** -
  - Root cause (why is this happening):
  - Impact (data):
  - Path to green (including specific dates, action items):

### What are we doing to improve our KR?

- 1-2 bullets...

### Are there any significant risks on the horizon?

- 1 bullet

# Template for writing commentary for OKRs

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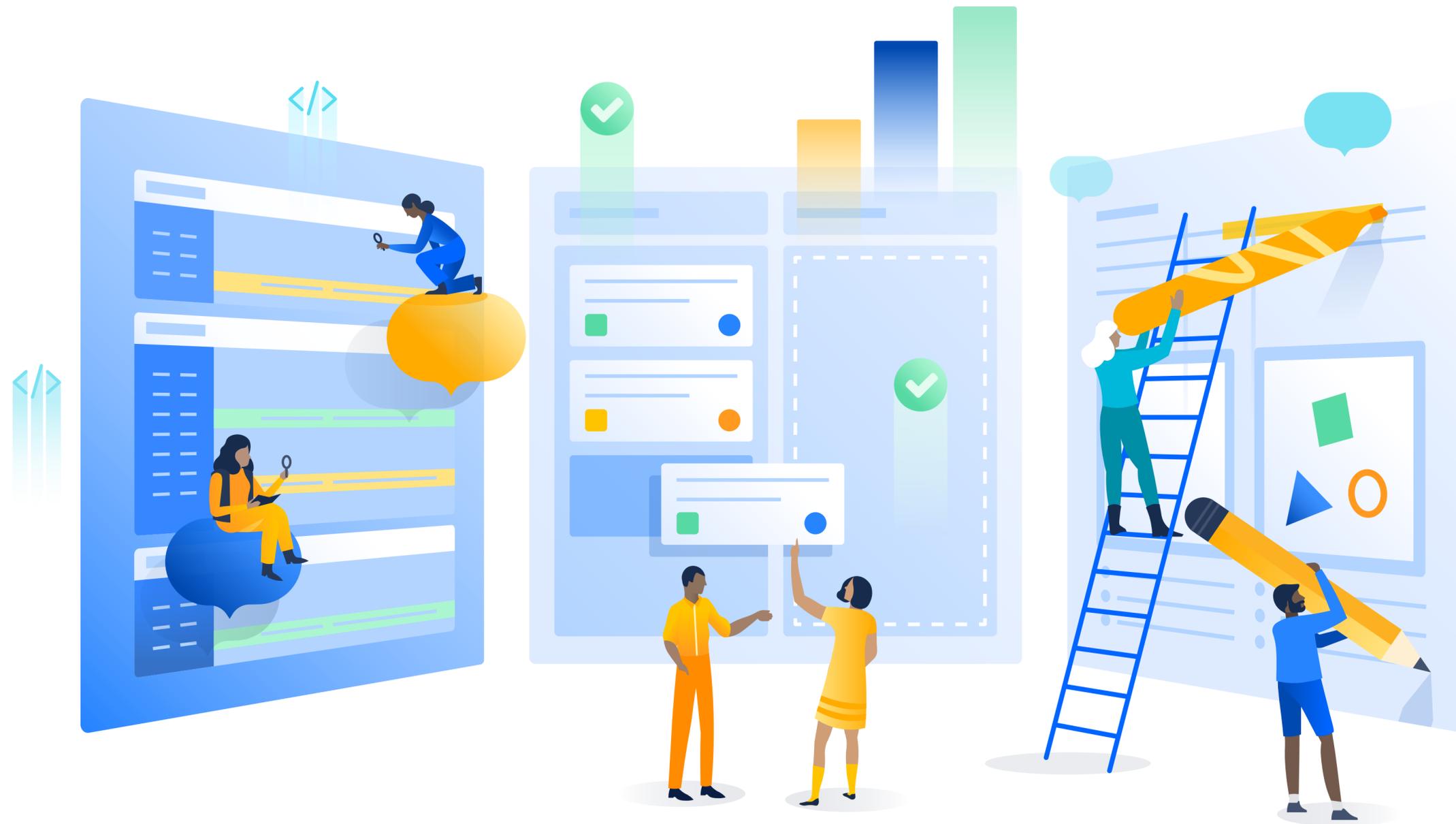
### What are we doing to improve our KR?

- 1-2 bullets...

### Are there any significant risks on the horizon?

- 1 bullet

# Let's GSD!



# **OKRS, THE ATLASSIAN WAY**

# Let's control the chaos and GSD with OKRs

OKRs help reach the north star  
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Have the right tools  
Not all tools are created equal

---

Create space for rituals  
Build a culture of openness

# Atlas

## Enable every team to find their way

The screenshot displays the Atlas dashboard for a user named Molly. The top navigation bar includes 'Home', 'Teams', 'Goals', 'Projects', and 'Help', along with a search bar. The left sidebar contains 'Your work', 'Explore', and 'Feeds' (with 'All following', '# marketing', and '# portland' options). The main content area features a 'Last week' summary with five categories: On track (7, -2 from last week), At risk (3, +1 from last week), Off track (1, No change), No update (2, Same as last week), and Completed (1, +1 from last week). Below this is a goal update: 'Issue 1 million cards in the first 6 months' by Crystal Wu on Friday, marked 'On track' for October. The update text reads: 'Launched our influencer program with 3/10 Top targets signed' and 'Partnership negotiations with points programs underway'. It includes reaction icons (6 likes, 6 hearts, 1 thumbs up, 4 thumbs down) and an 'Add comment' field. A second update, 'Card launch event' by Annika Rangarajan on Friday, is marked 'At risk' for April. The text says: 'Secured our venue of choice' and 'Creative for event locked and loaded @molly'. The right sidebar lists 'Hot topics' (# marketing, # remote-work), 'Latest goals' (Grow our team by 50%, 95% customer satisfaction), 'Latest projects' (Android app, Website redesign), 'Latest articles' (Work from home allowance, Travel guidance), and 'Latest links' (Finance help desk, Hardware support).



### Get context

Know the what, why, who, and how of your teams' work.



### Stay in sync

Achieve alignment with open communication across teams.



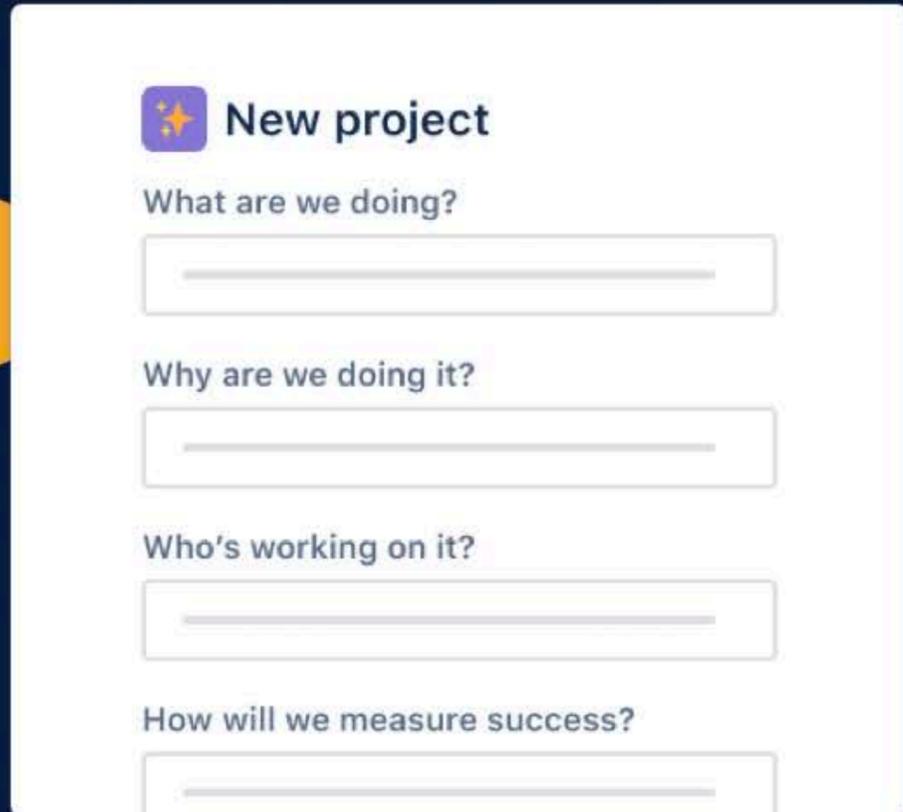
### Connect everything

Connect to where work happens with rich embeds and smart links.



### Find signal

Get updates on the projects, goals, and topics relevant to you.



**New project**

What are we doing?

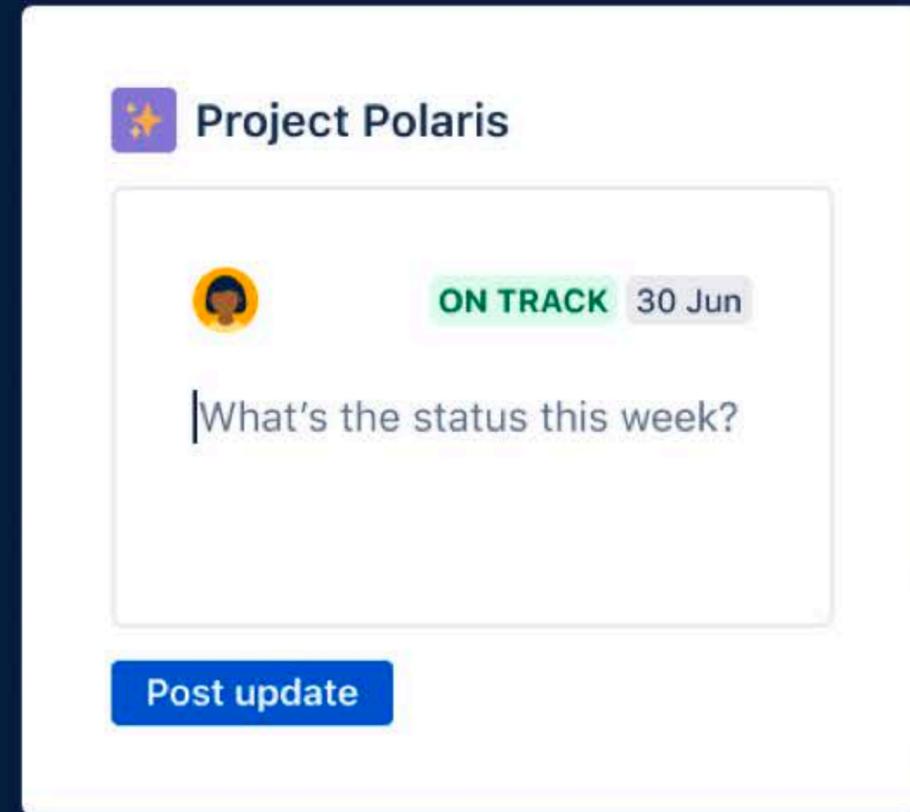
Why are we doing it?

Who's working on it?

How will we measure success?

## Common vocabulary

What, why, who, and how



**Project Polaris**

 **ON TRACK** 30 Jun

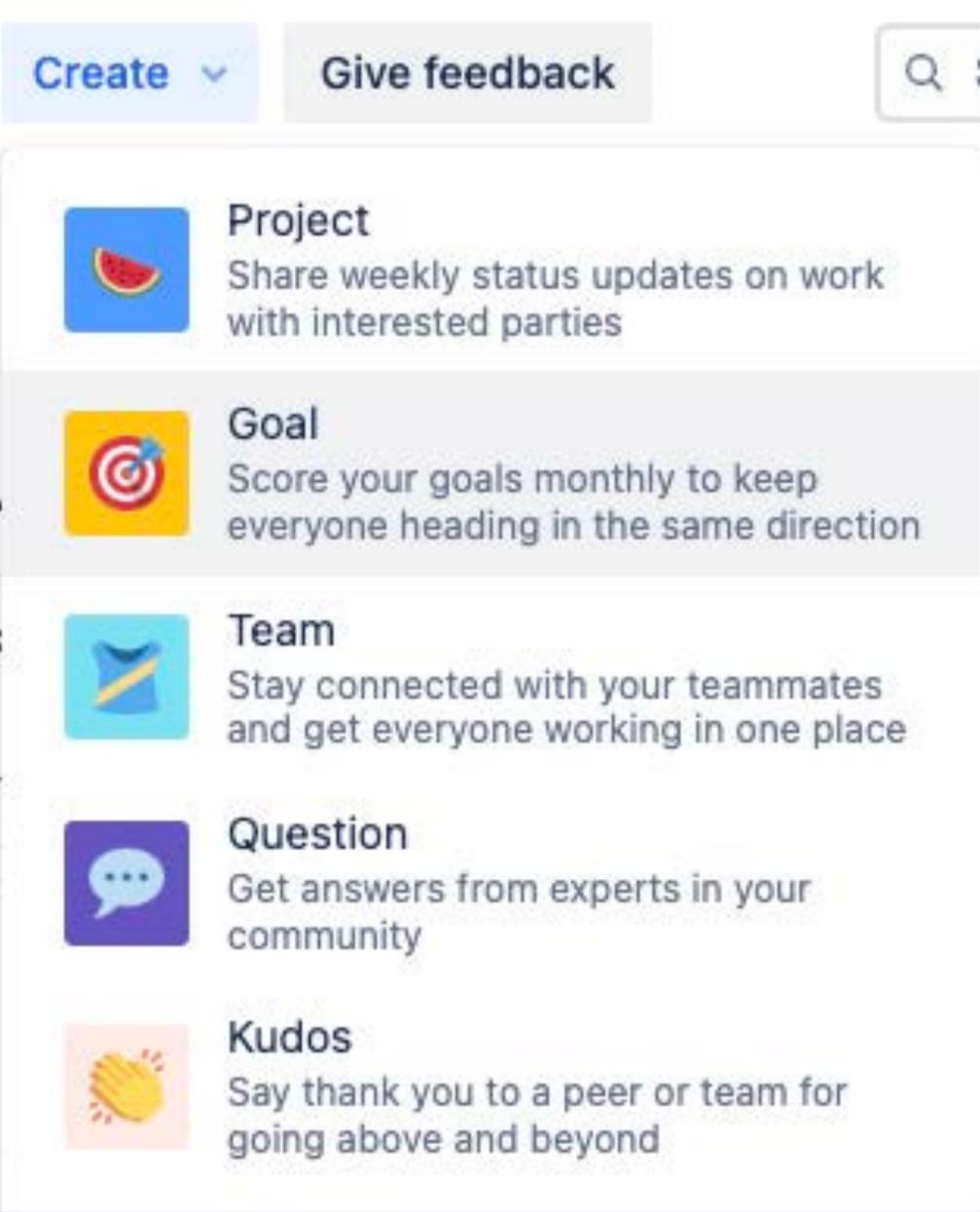
|What's the status this week?

**Post update**

## Synchronized habit

Weekly progress updates

# Ways to use Atlas



The screenshot displays the Atlas interface with a top navigation bar containing a 'Create' dropdown menu, a 'Give feedback' button, and a search icon. Below the navigation bar, five feature cards are listed, each with an icon, a title, and a brief description:

- Project**: Share weekly status updates on work with interested parties. (Icon: Watermelon slice)
- Goal**: Score your goals monthly to keep everyone heading in the same direction. (Icon: Target)
- Team**: Stay connected with your teammates and get everyone working in one place. (Icon: Team with checkmark)
- Question**: Get answers from experts in your community. (Icon: Speech bubble)
- Kudos**: Say thank you to a peer or team for going above and beyond. (Icon: Clapping hands)



# CONNECT WORK TO SHARED OUTCOMES

Projects / **Card launch event**

On track ● for April

About Updates

What are we doing?

Why are we doing it?

What will success look like?

Following 32 followers

Project owner

Annika Rangarajan

Who works on this? 4

**F** Field Marketing

Crystal Wu

Annika Rangarajan

Molly Clark

Hassana Ajayi

Contributes to goal

1 million cards issued in the first 6 months

10 million unique site visits

Dependent on

Communications plan

PR outreach

Where are we tracking the work?

Card launch event



# CONNECT WORK TO SHARED OUTCOMES

 Goals / **1 million cards issued in the first 6 months** On track  for **October**

About [Projects](#) Updates

### Contributing projects

Total projects **3** Total contributors **16**  On track **2** At risk **1** Off track **1**

-  **Influencer program**  
4 contributors • 14 followers On Track  for **May**  
-  **Card launch event**  
4 contributors • 14 followers On Track  for **Apr**  
-  **PR outreach**  
4 contributors • 14 followers At risk  for **Jun**  
-  **Launch hype video**  
4 contributors • 14 followers Off track  for **Jun**  

### Comments

-  **Fran Perez** Yesterday  

---

---

 1 
-  **Zlatica Chalupka** Today  

---

---

 2 

Following  64 followers  

### Goal owner

 Annika Rangarajan

### Parent goal

 Blancy enters the smart card market 

### Sub goals

Click to add a sub goal 

### Topics

[# marketing](#) [# credit-cards](#) 

# Banc.ly



# Let's follow along the journey of..



**Javier,  
President**



**Melanie,  
Head of Product**



**Manjiri,  
Software Engineer**

# Meet Javier



Javier,  
President

# Creating OKRs/ goals in Atlas

**Create new goal**

What should we call this? \*

[O] Change the world by building products that customers love

What date are we targeting? \*

📅 December ▾

**Target date**  
Help your followers understand when you're aiming to have achieved the desired outcome.

Day Month Quarter

< 2023 >

Jan Feb Mar Apr

May Jun Jul Aug

Sep Oct Nov Dec

Create Cancel

Off track 0



# Company-level OKRs

Atlas Home Projects **Goals** Teams Topics [Create](#) [Give feedback](#)  9+

## Goals

**[O] Change the world by building products that customers love** ON TRACK... for Decem...

[About](#) [Updates](#) 1

### Description

Grow market share by putting our customers first when building our products.

### Comments

Add a comment... encourage them to keep going

### Contributing projects

Projects 0 Total contributors 0 On track 0 At risk 0 Off track 0

Add all the projects contributing to this goal to get an overview of how work is tracking.

[Add project](#)

### Projects from Sub-goals

[KR1] - Achieve a CSAT score of 85 or above	<span>ON TRACK</span> <span>0.8</span> <span>December</span>
[KR2] - Increase net new customers by 30%	<span>ON TRACK</span> <span>0.7</span> <span>December</span>
[KR3] - Grow monthly active users (MAU) by 25%	<span>AT RISK</span> <span>0.6</span> <span>December</span>

[Following](#) [Share](#) [...](#) 2 followers

**Owner**

Javier Angel

**Parent goal** +

**Sub-goals** 3 +

- [KR1] - Achieve a CSAT score of 85 or above
- [KR2] - Increase net new customers by 30%
- [KR3] - Grow monthly active users (MAU) by 25%

**Teams** 0

**Tags** ? +

- [# company-level](#) x
- [# team23](#) x



Atlas helps bring clarity  
to chaos and keeps  
teams moving forward.

# Meet Melanie



Melanie,  
Head of Product



# Department-level OKRs

## Goals

[All goals](#) [Archived goals](#)

Search goals

Tag is #team23 × + Add filter +

[Clear all filters](#)

## 11 Goals

Sort by following ↓ 🔗 ⋮

Goal	Status	Due date	Owner	Following	Last updated
▼  [O] Change the world by building products that customers love	ON TRACK <span>0.7</span>	December		<a href="#">Following</a>	Today <span>⋮</span>
▼  [KR3] - Grow monthly active users (MAU) by 25%	AT RISK <span>0.6</span>	December		<a href="#">Following</a>	Today <span>⋮</span>
▼  [O] Product - Increase activation and retention	AT RISK <span>0.6</span>	December		<a href="#">Following</a>	Today <span>⋮</span>
[KR 1] - Increase D1-6 activation by 10%	AT RISK <span>0.6</span>	December		<a href="#">Following</a>	Today <span>⋮</span>
[KR 3] - Conduct 5 customer interviews/ month	ON TRACK <span>1.0</span>	December		<a href="#">Following</a>	Today <span>⋮</span>
[KR 2] - Build an in-product referral program	OFF TRACK <span>0.2</span>	August		<a href="#">Following</a>	Today <span>⋮</span>
▶  [KR2] - Increase net new customers by 30%	ON TRACK <span>0.7</span>	December		<a href="#">Following</a>	Today <span>⋮</span>
[KR1] - Achieve a CSAT score of 85 or above	ON TRACK <span>0.8</span>	December		<a href="#">Following</a>	Last week <span>⋮</span>



# Connecting it all together

 Goals / [KR3] - Grow monthly active users (MAU) by 25% / [O] Change the world by building products that customers love

**[O] Product - Increase activation and retention** AT RIS... for D...

[About](#) [Updates](#) 1

---

### Description

What is your OKR?

Why did you choose this as your OKR?

How will you achieve your OKR?

### Comments

 Add a comment... join the conversation

### Contributing projects

Projects 2 Total contributors 2 On track 1 At risk 1 Off track 0

 Enable invitations with email	<span>31 May</span> <span>AT RISK</span> 
 Improve onboarding experience	<span>28 Apr</span> <span>ON TRACK</span> 

[Add project](#)

### Projects from Sub-goals

 [KR 1] - Increase D1-6 activation by 10%	<span>AT RISK 0.6</span> <span>December</span> 
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 [KR 3] - Conduct 5 customer interviews/ month	<span>ON TRACK 1.0</span> <span>December</span> 

[Following](#) [Share](#) [...](#) 2 followers

**Owner**

 Melanie Zhao

**Parent goal**

 [KR3] - Grow monthly active users (MAU) by 25%

**Sub-goals** 3

-  [KR 1] - Increase D1-6 activation by 10%
-  [KR 2] - Build an in-product referral program
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**Teams** 0

**Tags**

[# department-level](#) [# team23](#)



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[About](#) [Updates](#) 1

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**Teams 0**

**Tags**  
# department-level x # team23 x

**About** Updates 1

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Add project

**Projects from Sub-goals**

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Add project

**Projects from Sub-goals**

- [KR 1] - Increase D1-6 activation by 10% AT RISK 0.6 December
- [KR 2] - Build an in-product referral program OFF TRACK 0.2 August
- [KR 3] - Conduct 5 customer interviews/month ON TRACK 1.0 December



# Connecting it all together

 Goals / [KR3] - Grow monthly active users (MAU) by 25% /  
[O] Change the world by building products that customers love  
[O] Product - Increase activation and retention AT RIS... for D...

[About](#) [Updates](#) 1

### Description

What is your OKR?

Why did you choose this as your OKR?

How will you achieve your OKR?

### Comments

 Add a comment... join the conversation

### Contributing projects

Projects 2 Total contributors 2 On track 1 At risk 1 Off track 0

 Enable invitations with email	<span>31 May</span>	<span>AT RISK</span>		
 Improve onboarding experience	<span>28 Apr</span>	<span>ON TRACK</span>		

[Add project](#)

### Projects from Sub-goals

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[Following](#) [Share](#)  2 followers

### Owner

 Melanie Zhao

### Parent goal

 [KR3] - Grow monthly active users (MAU) by 25%

### Sub-goals 3

-  [KR 1] - Increase D1-6 activation by 10%
-  [KR 2] - Build an in-product referral program
-  [KR 3] - Conduct 5 customer interviews/ month

### Teams 0

### Tags

[# department-level](#) [# team23](#)



# Connecting it all together

 Goals / [KR3] - Grow monthly active users (MAU) by 25% / [O] Change the world by building products that customers love

[O] Product - Increase activation and retention AT RIS... for D...

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[Add project](#)

### Projects from Sub-goals

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**Teams** 0

**Tags**

[# department-level](#) [# team23](#)



**Atlas connects your  
work and goals  
together.**

**ONE MONTH**  
**LATER...**



# Scoring and updating OKRs

About Updates 1

What is the current status? ⓘ



Marking this overall O as a 0.6 due to several project delays putting our KRs at risk. On the flip side, we went full-throttle 🚀 with customer interviews. Mitigation plan is to revisit the in-product referral program.



219/280 🔄

ⓘ Who will see this?

Post

## Sub-goal summary

🎯 [KR 1] - Increase D1-6 activation by 10%	<b>AT RISK 0.6</b>	📅 December		⌵
🎯 [KR 2] - Build an in-product referral program	<b>OFF TRACK 0.2</b>	📅 August		⌵
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[KR 3] - Conduct 5 customer interviews/ month	ON TRACK 1.0	📅 December		⌵

# More details, please!



What is the current status? ⓘ

●●●●●●●●●● AT RISK 0.6 ...

Marking this overall O as a 0.6 due to several project delays putting our KRs at risk. On the flip side, we went full-throttle 🚀 with customer interviews. Mitigation plan is to revisit the in-product referral program. 🎯 1

☰ More detail ×

**Why did we perform this way?**

- *Root cause*
- *Impact*
- *Path to Green*

**What are we doing to improve?**

- *Add bullet point*

**Are there any significant risks to the horizon?**

- *Add bullet point*

**MORE DETAILS**  
**WITH THE POWER OF**  
**SMART LINKS**



# Embed additional context with Smart Links: Confluence

What is the current status? ⓘ

●●●●●●●●●● AT RISK 0.6 ...

Marking this overall O as a 0.6 due to several project delays putting our KR's at risk. On the flip side, we went full-throttle with customer interviews. Mitigation plan is to revisit the in-product referral program. 🎯 1

More detail ×

✖ January OKR Review: [O] Product - Increase activation and retention

## January OKR Review: [O] Product - Increase activation and retention

Created by Nicole Tang  
Less than a minute ago · 2 min read · 👁 1 person viewed · @ No updates

### Why did we perform this way?

1. We are starting to 🟢 [KR][L3] Migrate 99.5% of Atlassian Together and Trello Enterprise customers to the integrated Admin Hub experience [0.7=95%] ON TRACK - 0.7 the week

FY24'Q3 migration on time, which gives us much confidence in accomplishing this KR.

2. While we are not immediately starting engineering work on 🟢 [KR][L3] 80% of Trello users in Atlassian Together organizations are AT PEU [0.7 = 65%]. ON TRACK - 0.7 (the team

Powered by Confluence

219/280 🟡 ⓘ Who will see this?

# Embed additional context with Smart Links: Trello



Latest update

What is the current status? 

 **AT RISK 0.6** 

Marking this overall O as a 0.6 due to several project delays putting our KRAs at risk. On the flip side, we went full-throttle with customer interviews. Mitigation plan is to revisit the in-product referral program.  

 More detail 

 Retro: Team MAU Reboot Program

### Retro: Team MAU Reboot Program

 Board 

 +28 

#### Purpose & Context

**Purpose**

Purpose: share open and honest feedback so we can identify how we can improve

**Scope**

Scope: Team MAU Reboot Program (mission, goals, experiments, projects, x-functional collaboration, processes, tools, reporting, syncs, OKRs, all of it 😊)

 Add a card 

#### LOVED

**LOVED**

[add things you loved here]

 1

Strong cross-functional team collaboration across all crafts

monthly sync to keep everyone on the same page

Shared roadmap and goals, with buy in from all teams

 Add a card 

#### LONGED FOR

**LONGED FOR**

[add opportunities for improvement / what you wished for here]

 1

Less manual way of staying date: filling out docs + reviewing Atlas felt like a lot of time spent reporting

Longer time to work on this initiative!

 Add a card



219/280   Who will see this?

# Embed additional context with Smart Links: Jira



Latest update

What is the current status? ⓘ

●●●●●●●●●● AT RISK 0.6

Marking this overall O as a 0.6 due to several project delays putting our KRAs at risk. On the flip side, we went full-throttle with customer interviews. Mitigation plan is to revisit the in-product referral program. 🚀 1

More detail

PC-13999: Milestone 4: Workspaces Cleanup

TRELLO-47 / + PC-13999

### Milestone 4: Workspaces Cleanup

Attach Link issue

**What are we doing?**  
Following the transition from "teams" to "workspaces" in Trello, we will remove all technical debt related to teams and workspaces rollout in the codebase.

**Why are we doing it?**  
As part of shoring up the Trello monetization funnel, all boards should live in a monetizable container (team/workspace).

**How do we judge success?**  
Technical debt related to teams no longer exists in the db

Add a comment...

2

Pending Status report

**Details**

Assignee  
Brantley Essary  
Assign to me

Due date  
Jan 31, 2022

Start Date  
Nov 24, 2021

Labels  
dept--pg-trello  
dept--pg-trello--gt  
fy21milestone milestone4  
size-epic trello-mocha

219/280 Who will see this?



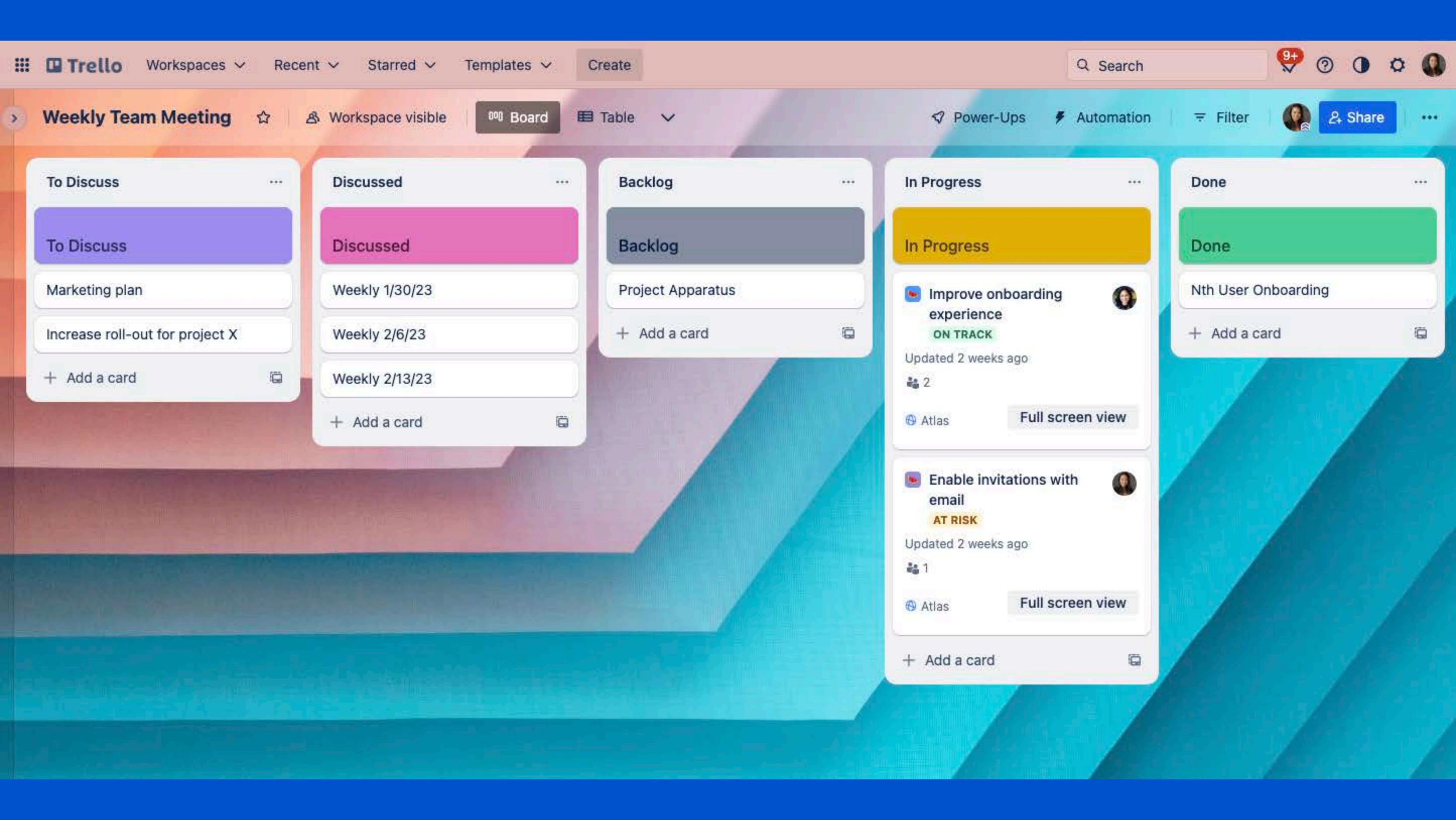
**Atlas helps teams and leadership communicate outwards.**

# Meet Manjiri



**Manjiri,**  
Software Engineer





Weekly Team Meeting ☆ Workspace visible Board Table

Power-Ups Automation Filter Share

**To Discuss** ...

To Discuss

Marketing plan

Increase roll-out for project X

+ Add a card

**Discussed** ...

Discussed

Weekly 1/30/23

Weekly 2/6/23

Weekly 2/13/23

+ Add a card

**Backlog** ...

Backlog

Project Apparatus

+ Add a card

**In Progress** ...

In Progress

**Improve onboarding experience** **ON TRACK**

Updated 2 weeks ago

2

Atlas [Full screen view](#)

**Enable invitations with email** **AT RISK**

Updated 2 weeks ago

1

Atlas [Full screen view](#)

+ Add a card

**Done** ...

Done

Nth User Onboarding

+ Add a card



FY25 OKRs — Edited

View Zoom Add Slide Play Table Chart Text Shape Media Comment Share Format Animate Document

Slide

Slide Layout Blank\_N900

Appearance

- Title
- Body
- Slide Number

Background

Standard Dynamic

Current Fill

Color Fill

Edit Slide Layout

# FY25 Company OKRs

Strategic opportunities

# Let's look in Atlas

Goals [All goals](#) [Archived goals](#)

Search goals

Tag is #team23 × + Add filter + Clear all filters

11 Goals Sort by following ↓ 🔗 ⋮

Goal	Status	Due date	Owner	Following	Last updated
▼ <span>🎯</span> [O] Change the world by building products that customers love	ON TRACK 0.7	📅 December		Following	Today <span>⋮</span>
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▶ <span>🎯</span> [KR2] - Increase net new customers by 30%	ON TRACK 0.7	📅 December		Following	Today <span>⋮</span>
<span>🎯</span> [KR1] - Achieve a CSAT score of 85 or above	ON TRACK 0.8	📅 December		Following	Last week <span>⋮</span>

# Connecting our Atlas OKRs using Smart Links in Trello



The screenshot shows a Trello board in 'Board' view for a workspace named 'Weekly Team Meeting'. The board is organized into six columns representing a workflow: 'Goals' (blue), 'To Discuss' (purple), 'Discussed' (pink), 'Backlog' (grey), 'In Progress' (yellow), and 'Done' (green). The 'Goals' column is highlighted with an orange border and contains two OKR cards:

- [O] Product - Increase activation and retention**  
AT RISK - 0.6  
In order to help build products that customers love, we need to focus on...  
2 members  
Atlas | Full screen view
- [KR 1] - Increase D1-6 activation by 10%**  
AT RISK - 0.6  
Updated in 1 hour  
2 members  
Atlas | Full screen view

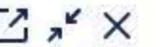
The other columns contain various cards and lists:

- To Discuss:** Marketing plan, Increase roll-out for project X
- Discussed:** Weekly 1/30/23, Weekly 2/6/23, Weekly 2/13/23
- Backlog:** Project Apparatus
- In Progress:** Improve onboarding experience (ON TRACK), Enable invitations with email (AT RISK)
- Done:** Nth User Onboarding

# Connecting our Atlas OKRs using Smart Links in Trello



[O] Product - Increase activation and retention



[O] Product - Increase activation and retention

AT RISK 0.6

About [Update](#)

LATEST UPDATE about 1 hour ago

Marking this overall O as a 0.6 due to several project delays putting our KR's at risk. On the flip side, we went full-throttle 🚀 with customer interviews. Mitigation plan is to revisit the in-product referral program.

# Connecting our Atlas OKRs using Smart Links in Confluence



Confluence Home Recent Spaces People Apps Templates Create Search

[ OKRs ] [ Overall program health ] [ MAU Reboot Projects/ Roadmap ]

### OKRs

Objective	Key Results
<p>[O] Product - Increase activation and ret... <b>AT RISK 0.6</b></p> <p>About <a href="#">Update</a></p> <p>LATEST UPDATE about 2 hours ago</p> <p>Marking this overall O as a 0.6 due to several project delays putting our KRs at risk. On the flip side, we went full-throttle with customer interviews. Mitigation plan is to revisit the in-product referral program.</p>	<p>[KR 1] - Increase D1-6 activation by 1... <b>AT RISK 0.6</b></p> <p>About <a href="#">Update</a></p> <p>LATEST UPDATE about 5 hours ago</p> <p>We are marking this At Risk due to the delay in our invitations project. We hope to move this to be on-track after we learn more about the team's mitigation plan</p>

### Overall program health

Key:

- Weather Status** (add a weather emoji of the current state of your workstream)
- Wins** (what's shipped and the impact - add Atlas ticket, new team members, etc.)
- Upcoming Projects** (add Atlas tickets to upcoming experiments and projects that will be shipped this month)
- Shared Learnings** (anything related to Team MAU that will be helpful for this audience, i.e. customer research, experimentation, etc)

Workstream	Weather Status	Overview
Product Marketing	☀️ ➡️ ☀️	🏆 Wins

# Connecting our Atlas OKRs using Smart Links in Jira



Jira navigation bar: Jira, Your work, Projects, Filters, Dashboards, People, Plans, Assets, Apps, Create

Search bar: Search

Project breadcrumb: Projects / Commitment Register / COMMIT-5094

Text: With design tokens, we can realize the following benefits:

- Consistency with ADS, significantly **expediting our ability to adopt platform components**
- Intent-based color selection, improving our internal consistency within Trello
- Improved accessibility with superior color contrast, thanks to dedicated a11y experts in ADS
- Centralized colors APIs to make future color palette swaps much easier
- The ability to safely switch to the Atlassian color palette behind a feature flag
- Dark mode, one of our top requested features, nearly out-of-the-box as a fast-follow project

Level 2 Annual KR

[KR 1] - Increase D1-6 activation by 10% **AT RISK 0.6**

About [Update](#)

LATEST UPDATE about 6 hours ago

We are marking this At Risk due to the delay in our invitations project. We hope to move this to be on-track after we learn more about the team's mitigation plan

Quarterly Major Milestone: None

Delivery Starting This Quarter

Details

Committing Team (HEAT)

Design System Fundamentals

Committing Department & Pillar: TOP - Experience Platform - xp Platform Essentials

Assignee: Dafne Guerra Rodriguez [Assign to me](#)

Requesting Team (HEAT)

Workflows

Requester's Department & Pillar: PG - Trello - Better Together

Reporter: Nicole Tang

Financial Year: FY23

Target Month: February



**Smart Link embeds  
help GSD.**



# Reviewing Atlas OKRs monthly in Atlas



Goals All goals Archived goals

Search goals

Tag is #team23 × + Add filter + Clear all filters

11 Goals Sort by following ↓ 🔗 ⋮

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# Reviewing Atlas OKRs monthly in Confluence



## Bancly FY25 OKRs: January Review

Created by Nicole Tang  
Last updated: just a moment ago • 4 min read • Analytics • Restricted page

**i** The purpose of this page and meeting is to **understand** - how are our OKRs performing, why are they performing this way, and what is the "path to green" plan for red and yellow KR?

Questions? 🌈 #okrs-fy25 or reach out to [@Nicole Tang](#)

Status	IN PROGRESS
Reporting period	Month of January 2025

### Agenda

- (15 min) Pre-read page
- (45 min) Discussion with 5 min/ OKR

### (Company L1) OKRs

#### L1 Objective (O)

**Company L1: Change the world by building products that customers love**  
KR Owner: [@Javier Angel](#)

**[O]** Change the world by building products that customers love ON TRACK 0.7

About [Update](#)

LATEST UPDATE about 6 hours ago

We are on-track with our overall objective. CSAT and net new customers are performing stronger than anticipated.

#### L1 Key Results (KRs)

**Achieve a CSAT score of 85 or above**  
KR Owner: [@Sarah Karp](#)

**[KR1]** - Achieve a CSAT score of 85 or above ON TRACK 0.8

# Reviewing Atlas OKRs monthly in Confluence



## Bancly FY25 OKRs: January Review

Created by Nicole Tang  
Last updated: just a moment ago • 4 min read • Analytics • Restricted page

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KR Owner: [@Javier Angel](#)

**[O]** Change the world by building products that customers love ON TRACK 0.7

About [Update](#)

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KR Owner: [@Sarah Karp](#)

**[KR1]** - Achieve a CSAT score of 85 or above ON TRACK 0.8

Email

Slack

Microsoft Teams



Atlas

Your Monday digest

9:00 am

Good morning Molly,

Hope you're having a great start to the week. Here's your digest for 21 March. Want to catch up on past weeks updates? [Jump into \[Product name\]](#)

<b>On track</b> <b>4</b> -1 from last week	<b>At risk</b> <b>1</b> +1 from last week	<b>Off track</b> <b>1</b> Same as last week	<b>No update</b> <b>2</b> Same as last week	<b>Completed 🎉</b> <b>1</b> +1 from last week
--	---	---	---	---

 Card launch event



Annika Rangarajan Friday

On Track ● for April

**LIMITED OFFER**

# 5% Cash Back

Earn 5% Cash Back for every dollar spent on net purchases during the

**Banc.ly**

4363 1234 5678 9101

VALID THRU 11/22 CVV 1234

CARD HOLDER John Smith

Email

Slack

Microsoft Teams



**Banc.ly**

- All unreads
- Threads
- Mentions & reactions
- Show more

Starred

- # project-cardlaunch
- # team-fieldmarketing

Channels

Direct messages

- Molly Clark
- Hassana Ajayi

Apps

- Atlas for Slack
- Jira for Slack

---

**Atlas** APP 8:00 AM

Happy Monday, Anika

Here's how the 5 projects you're following are tracking

	<b>Card launch event</b>	On track for April	<a href="#">View update</a>
	<b>Influencer program</b>	On track for May	<a href="#">View update</a>
	<b>PR outreach</b>	At risk for May	<a href="#">View update</a>
	<b>Android app upgrade</b>	On track for October	<a href="#">View update</a>
	<b>Hype video</b>	At risk for September	<a href="#">View update</a>

[View all updates in Atlas](#)

Message #team-fieldmarketing

Aa @ 😊 📎 ➤

Email

Slack

Microsoft Teams



Search or type a command

Atlas Chat About

Activity  
Chat  
Teams  
Calendar  
Calls  
Files  
...

Atlas

### Weekly digest

Here's how the **6 active projects** you're following have tracked since last week

-  Card launch event  
On track for April
-  Influencer program  
On track for May
-  PR outreach  
At risk for May
-  Android app upgrade  
On track for October
-  Hype video  
Off track for September

Type a new message

📎 📎 😊 📺 🗨️ 📎



Proof  
ALL HANDS  
4/24/2019

WIN

ANAPOLIS, MD

#CUSTOMER OBSESSED

HUNGRY

YOU

SMART HUMBLE

BRAZOS

80

Access OKRs  
within Atlas  
at any time

Home Projects **Goals** Teams Topics **Create** Give feedback Search 9+

### Goals

All goals Archived goals

Search goals

Tag is #team23 Add filter Clear all filters

11 Goals Sort by following

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▼ [KR2] - Increase net new customers by 30%	ON TRACK 0.7	December	[Avatar]	Following	Today
▼ [O] - Marketing - Increase signups	ON TRACK 0.7	December	[Avatar]	Following	Today
[KR 1] - Launch three marketing campaigns focused on use-ca...	AT RISK 0.6	November	[Avatar]	Following	Today
[KR 2] - Host 7 webinars to engage our enterprise customers	ON TRACK 0.7	December	[Avatar]	Following	Today
[KR1] - Achieve a CSAT score of 85 or above	ON TRACK 0.8	December	[Avatar]	Following	Last week

# Banc.ly GSD with OKRs



# Let's control the chaos and GSD with OKRs

OKRs help reach the north star  
Set ambitious goals with measurable results

---

Have the right tools  
Not all tools are created equal

---

Create space for rituals  
Build a culture of openness

---

# Now, go GSD!



Goal	Status	Target date	Owner
▼  [O] Create and deliver a compelling presentation at TEAM23	ON TRACK 0.7	 20 Apr	
 [KR3] Work with a speech coach and attend Toastmasters	ON TRACK 0.7	 20 Apr	
 [KR2] Meet with twelve colleagues across various industrie...	ON TRACK 0.7	 20 Apr	
 [KR1] Complete all of my deliverables on time	AT RISK 0.6	 20 Apr	



Thank you!



**NICOLE TANG | PROGRAM MANAGER | TRELLO / ATLISSIAN**