ATLASSIAN

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Let’s GSD (get sh*t done) with OKRs

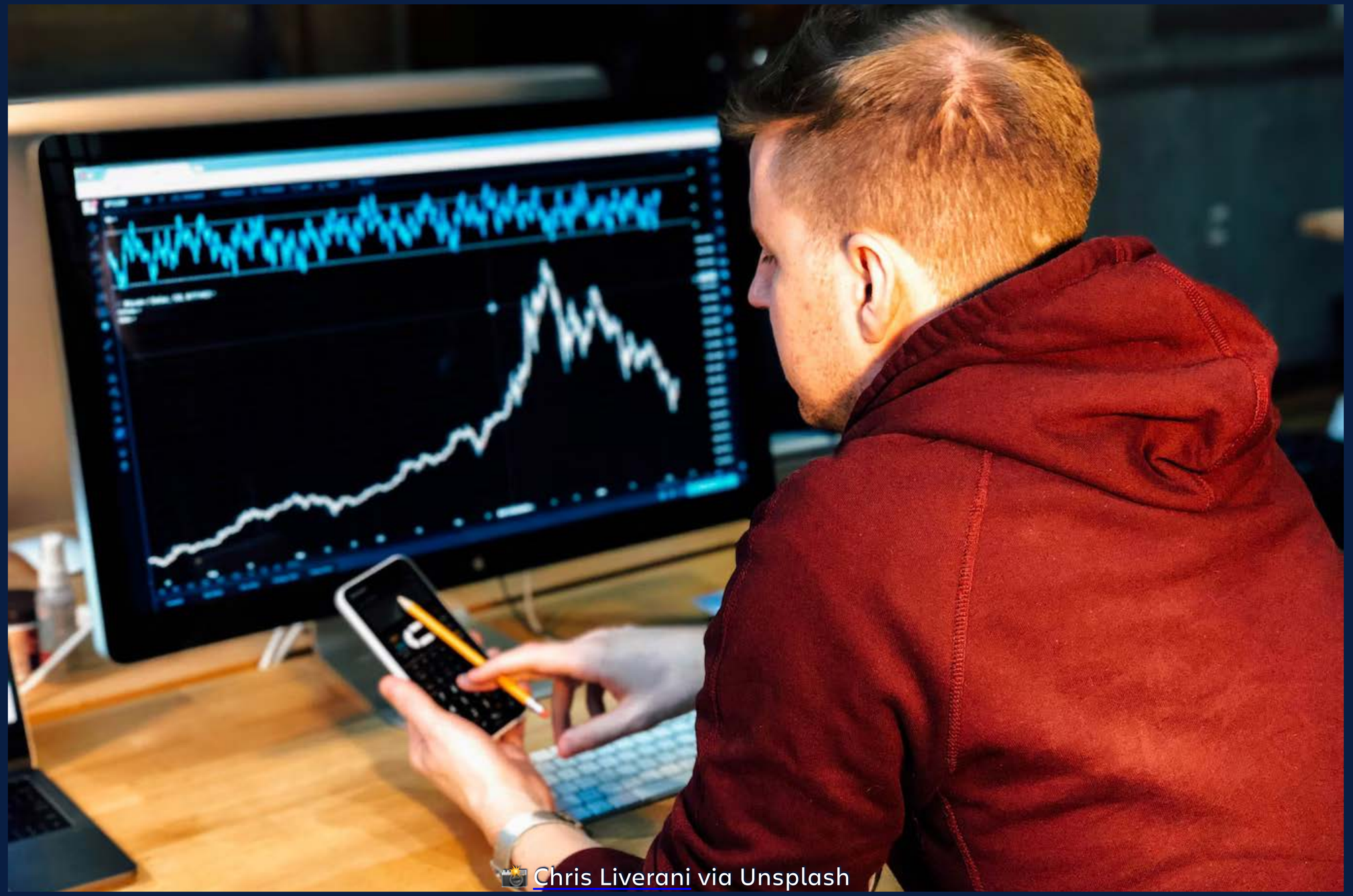
NICOLE TANG | PROGRAM MANAGER | TRELLO / ATLASSIAN

ABSOLUTE

CHAOS

📸 Andreas M via Unsplash

📸 Wonderlane via Unsplash



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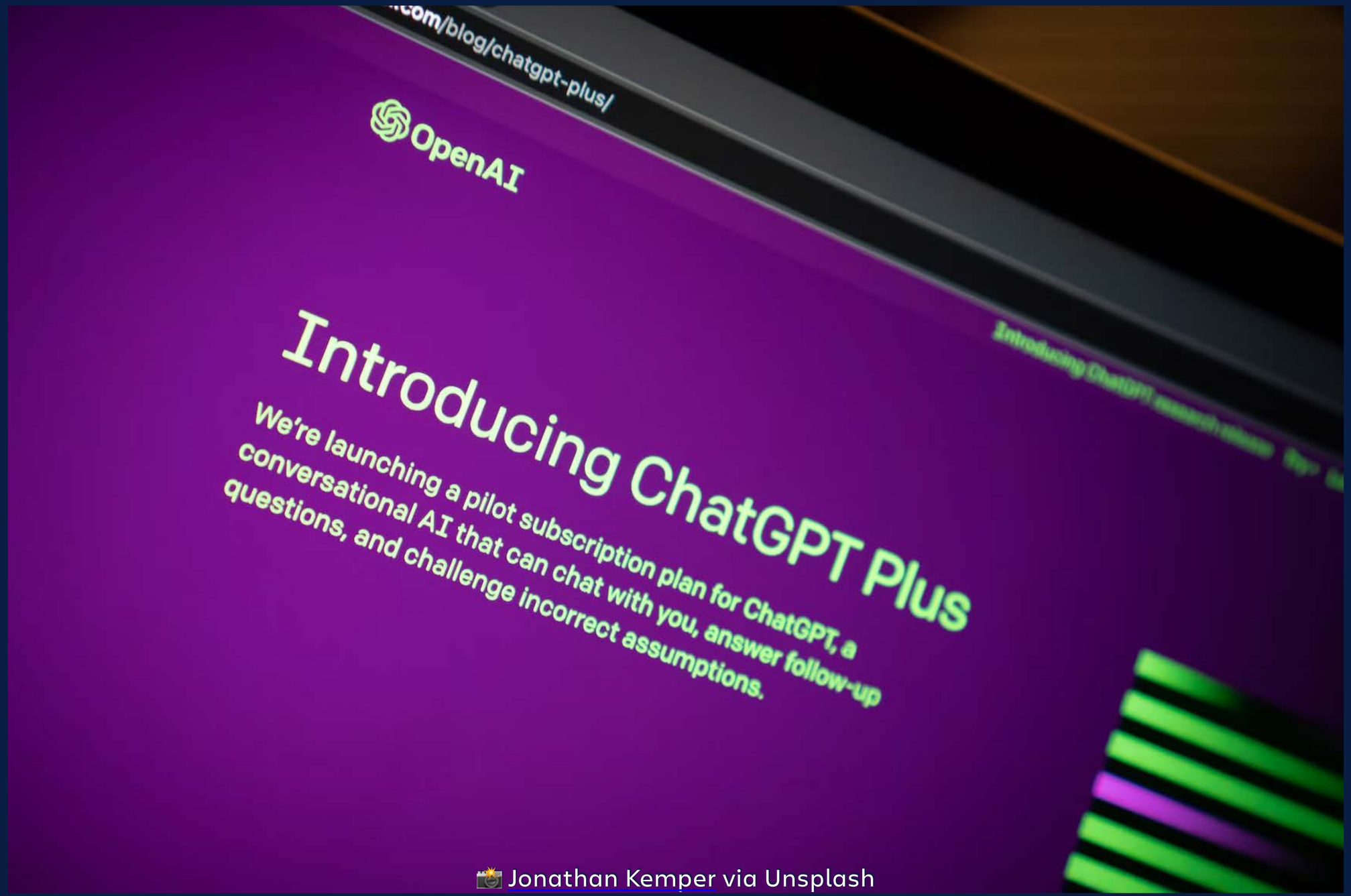

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Let’s GSD (get sh*t done) with OKRs

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ORDER
CHAOS

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

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OKRs

objectives & key results

#1 NEW YORK TIMES BESTSELLER

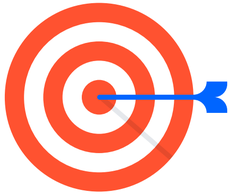
Measure What Matters

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

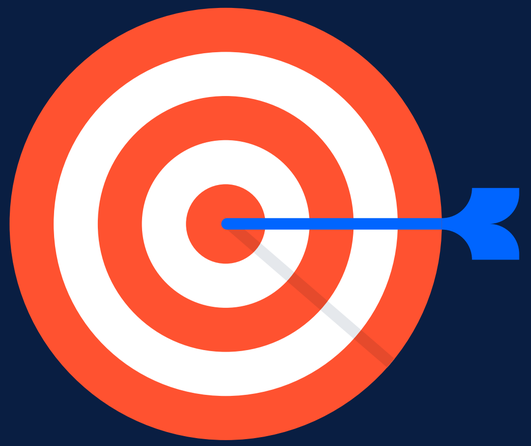
Significant
Concrete
Action-oriented
Inspirational

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

17

O:
Create and deliver a compelling presentation at TEAM ‘23

KR#1

Complete all of my deliverables on time

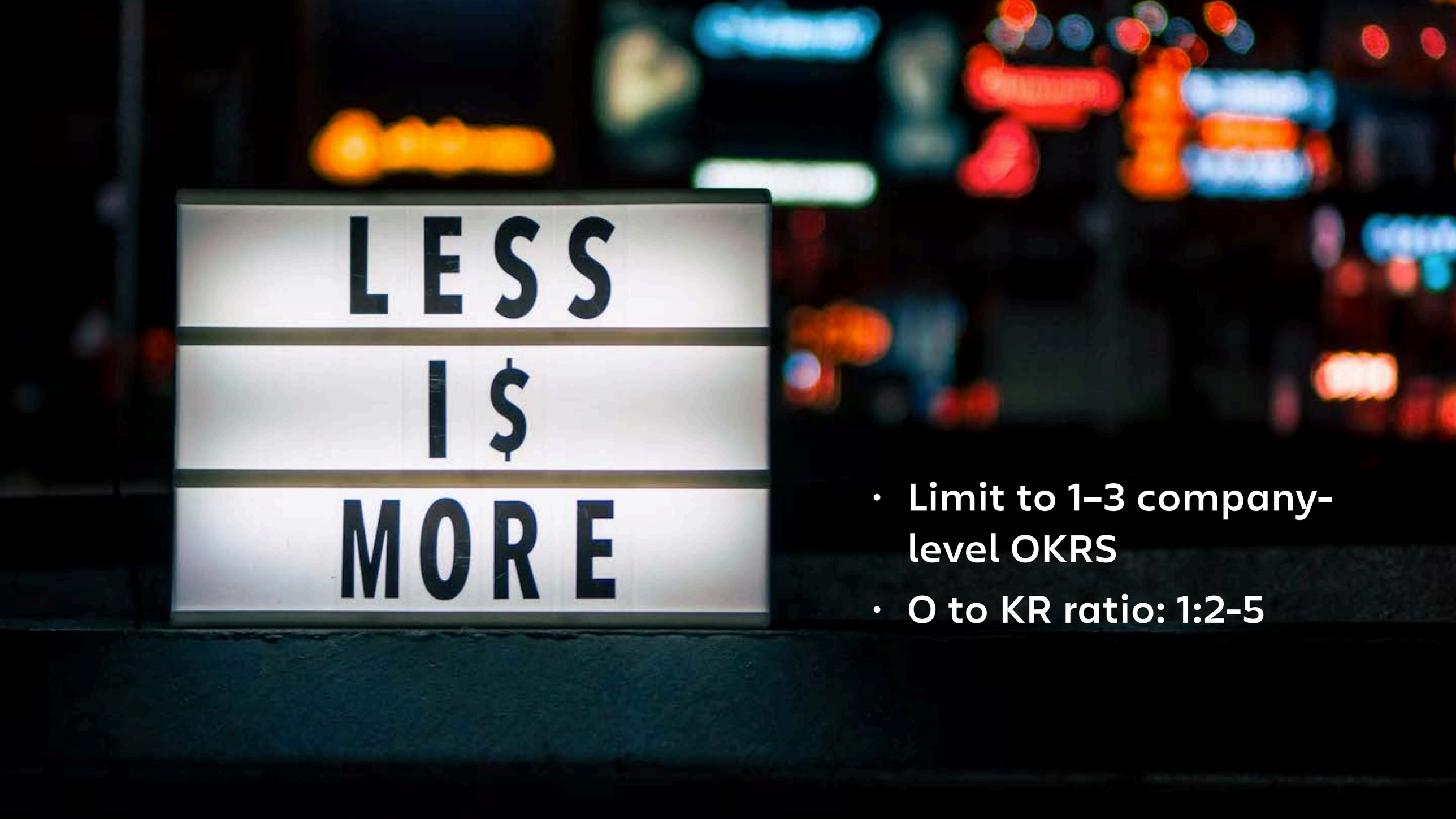
KR #2

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

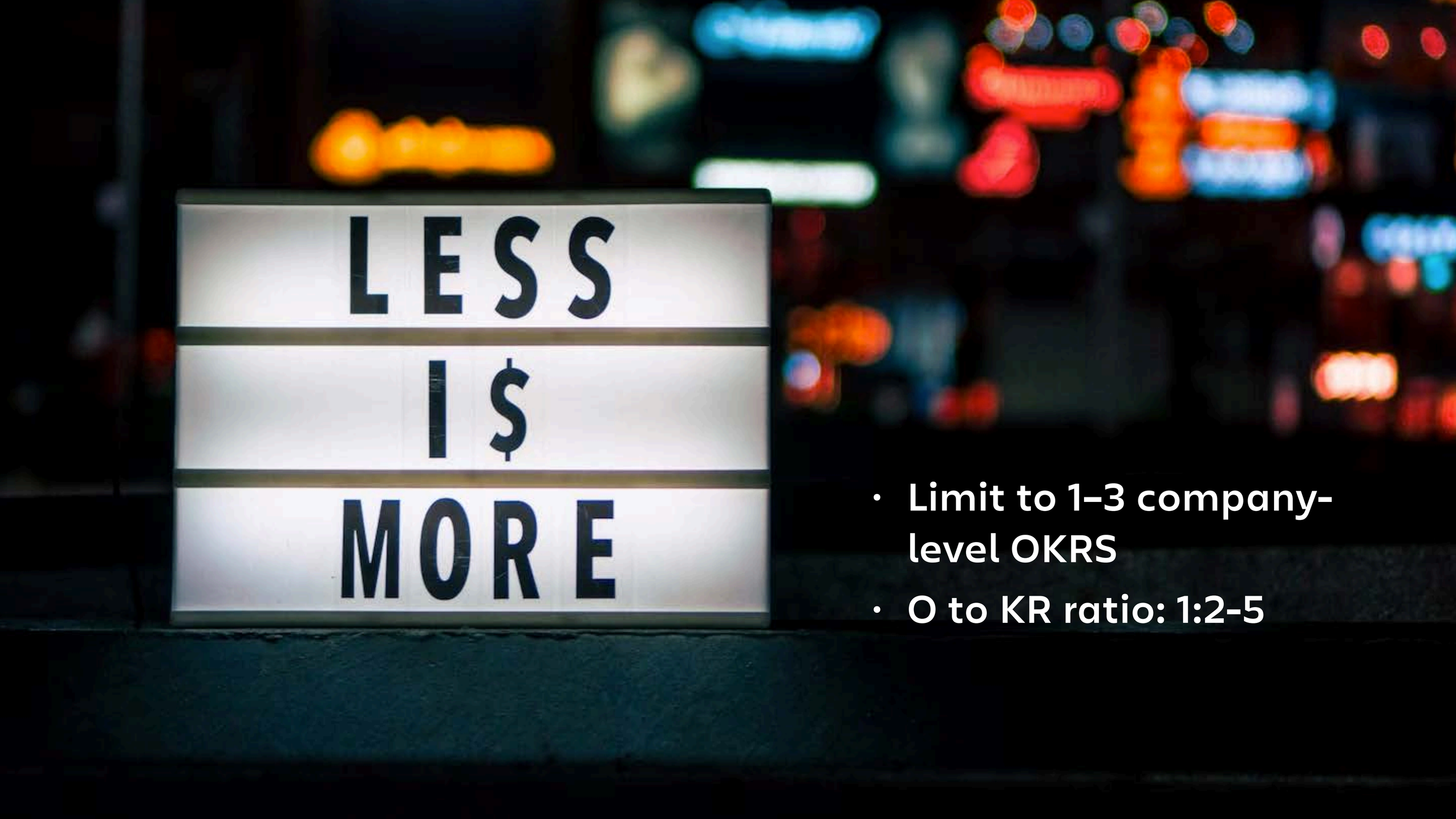
KR #3

Work with a speech coach and attend Toastmasters

Setting guardrails



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



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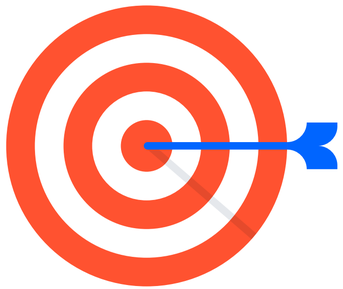
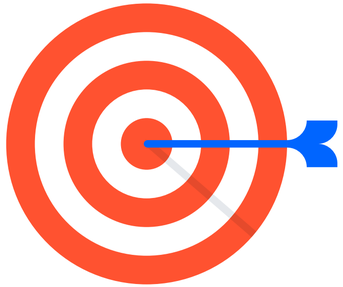
OKRs across the board



Company-level (L1)

Leave no room for guessing

OKRs across the board



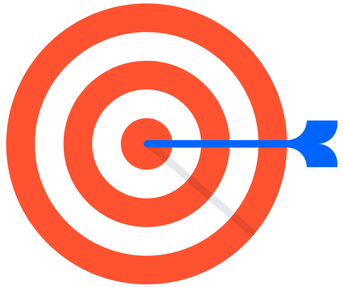
Company-level (L1)

Leave no room for guessing

Department-level (L2)

Drive clarity and focus

OKRs across the board



Company-level (L1)

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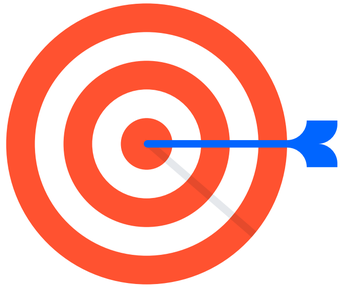
Department-level (L2)

Drive clarity and focus

Team-level (L3)

Empower teams

OKRs across the board



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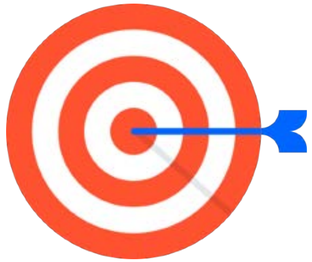
OKR rituals

Reviewing OKRs

Cadence

Monthly or quarterly
Async or live review



Consistency

Across the board with tooling and templates to drive clarity

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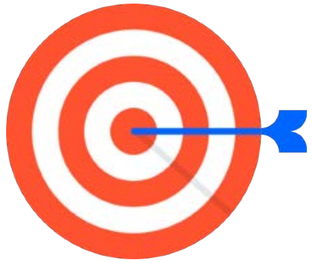

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Scoring OKRs

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.

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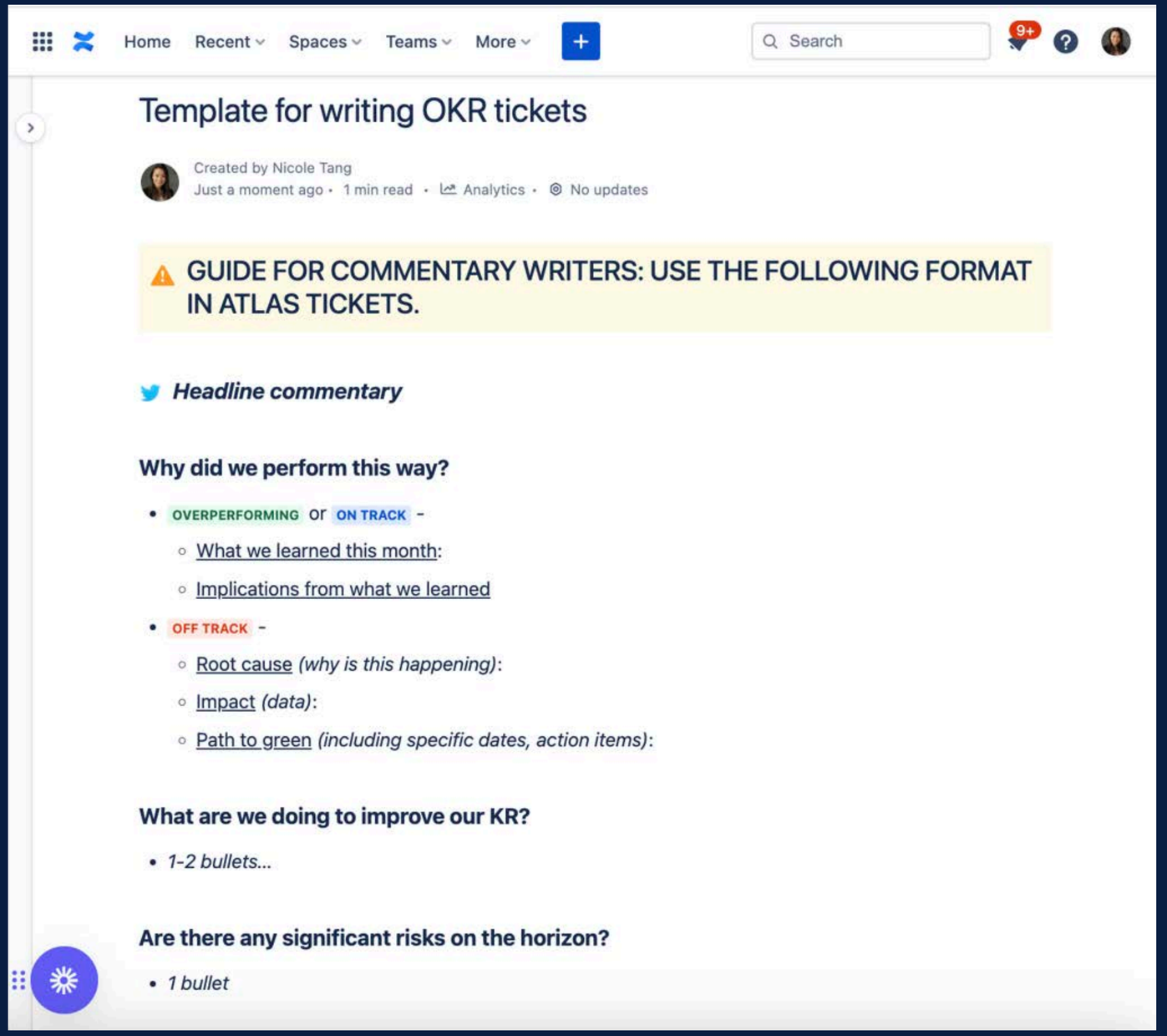
Don’t sandbag

Inspirational yet achievable

Template for writing commentary for OKRs



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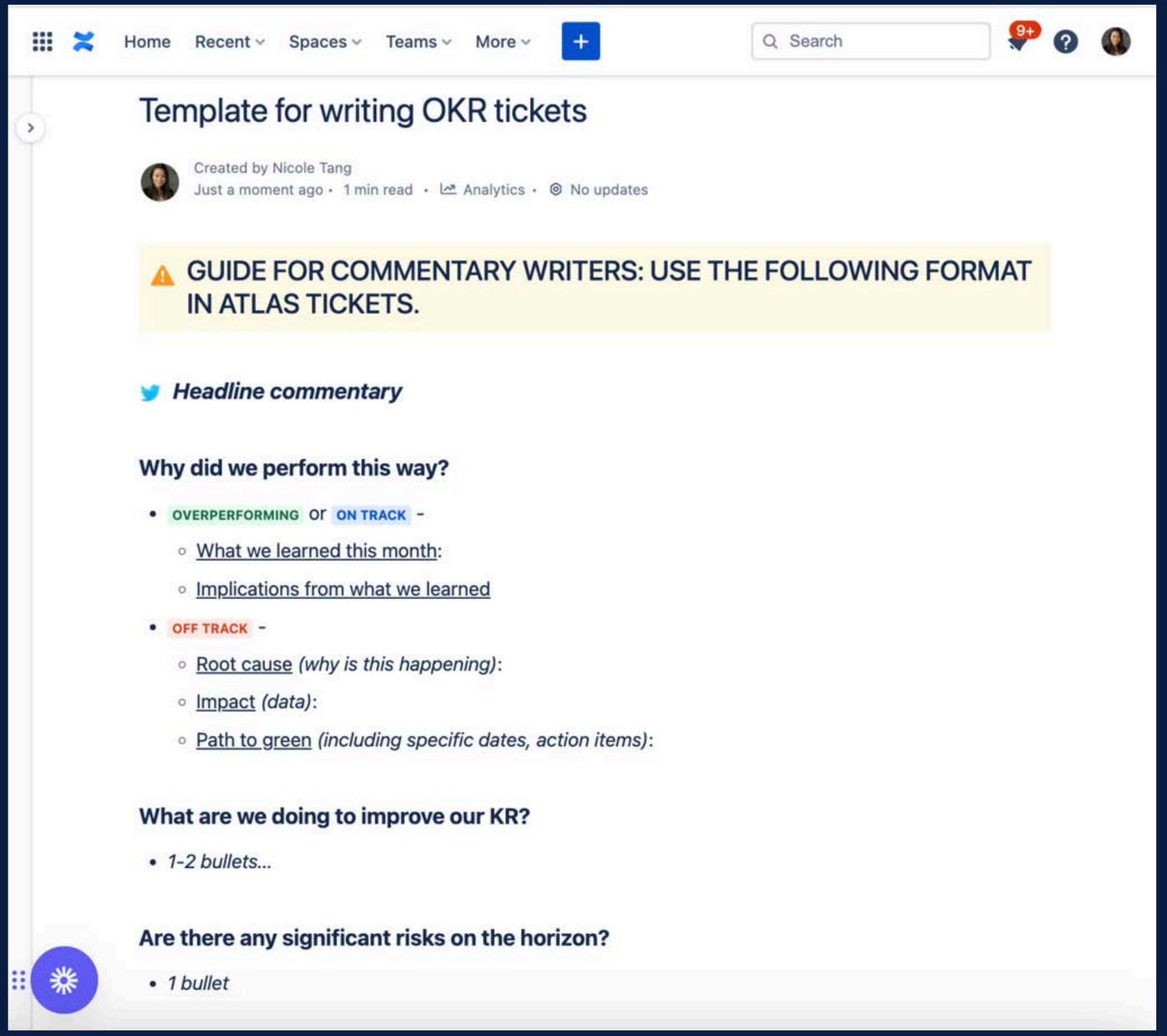
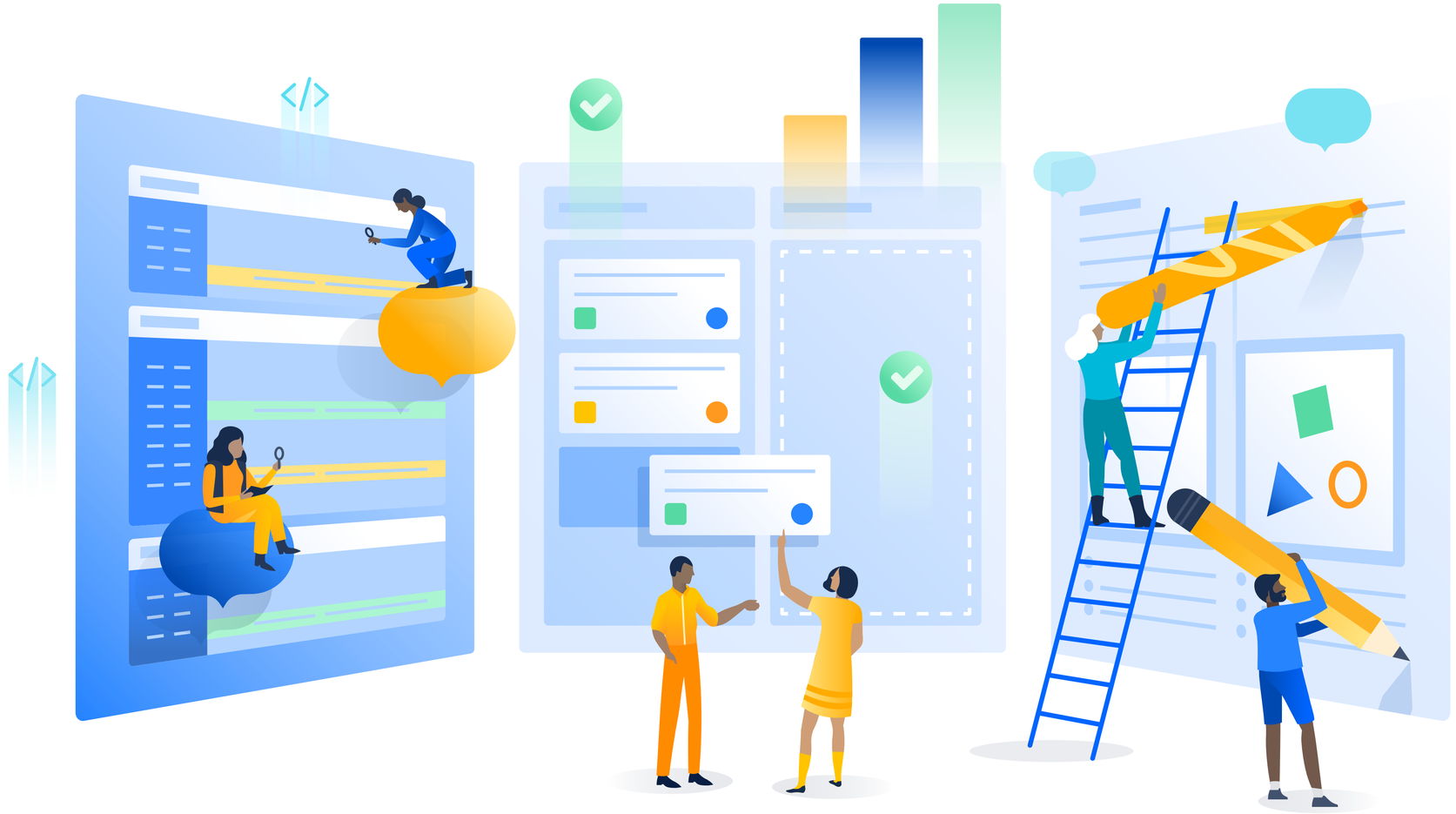


Let’s GSD!



OKRS, THE ATLASSIAN WAY

Let’s control the chaos and GSD with OKRs

OKRs help reach the north star

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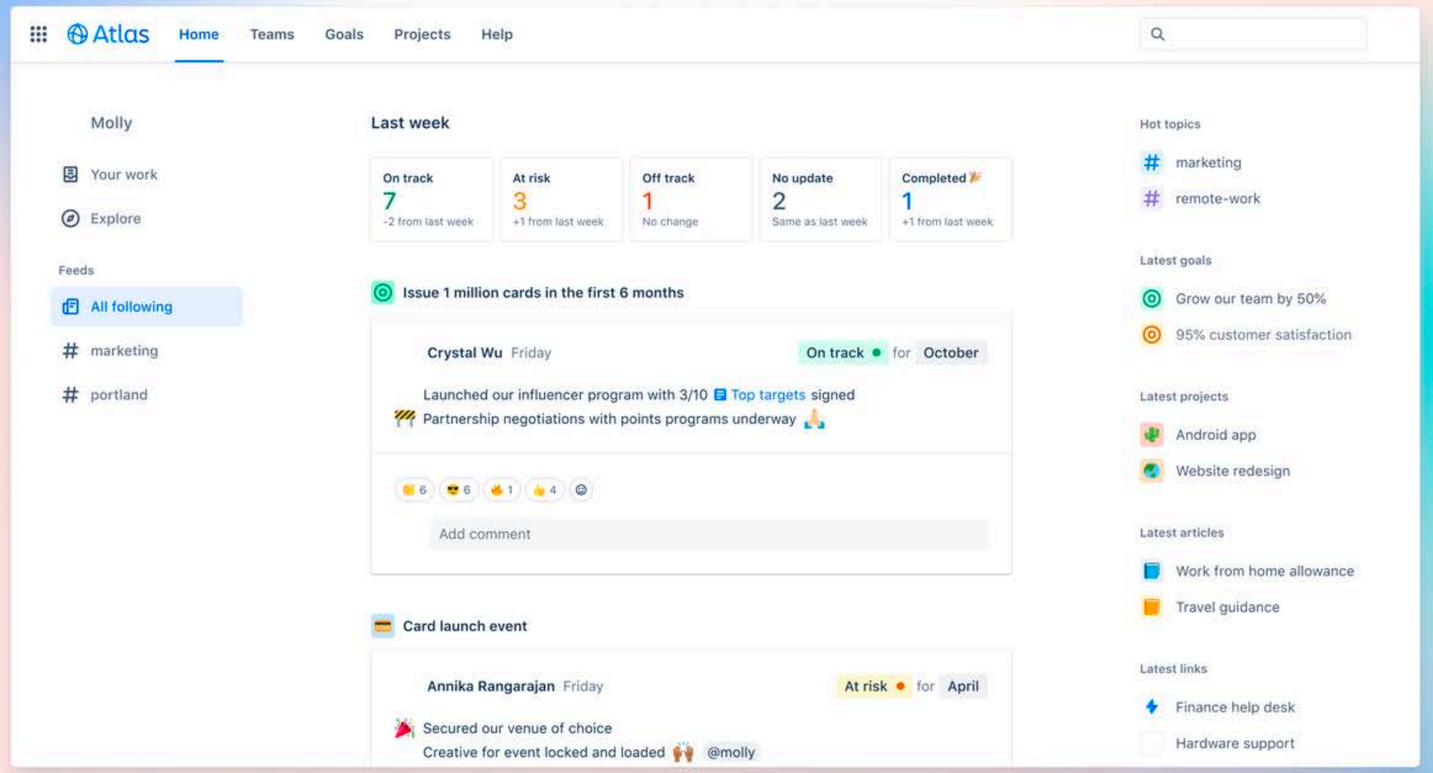
Atlas

Enable every team to find their way

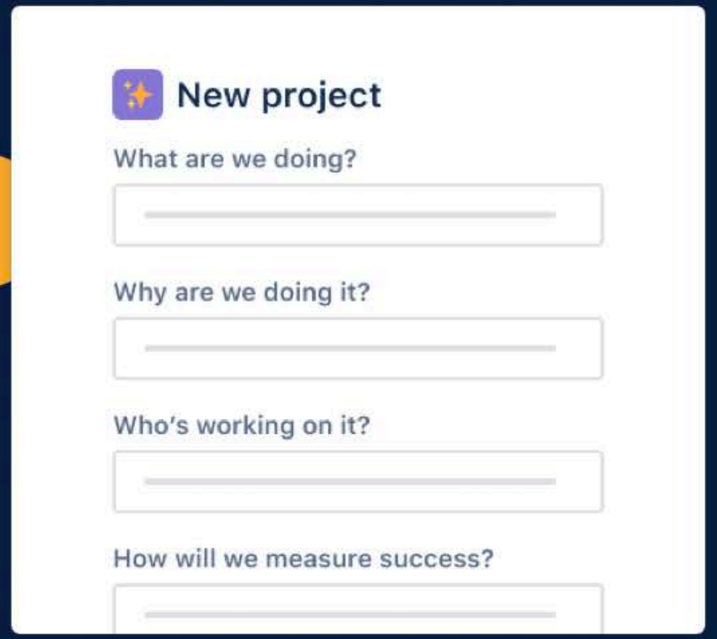


Get context
Know the what, why, who, and how of your teams' work.

Stay in sync
Achieve alignment with open communication across teams.

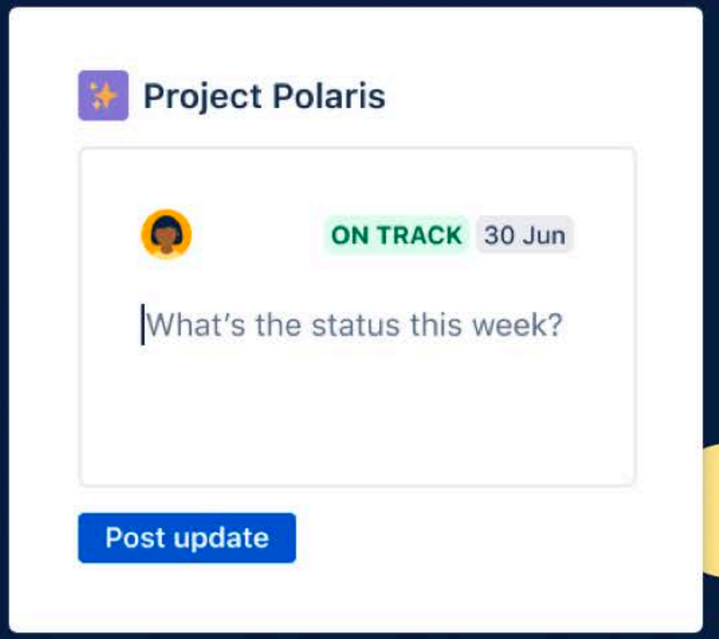
Connect everything
Connect to where work happens with rich embeds and smart links.

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



Common vocabulary

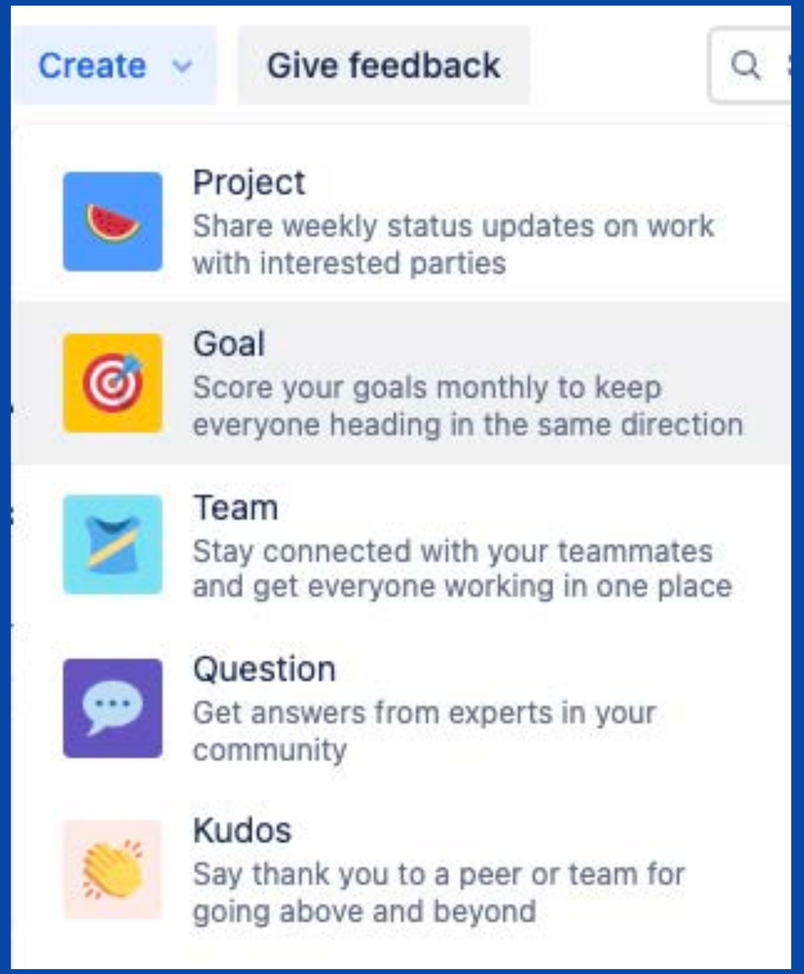
What, why, who, and how



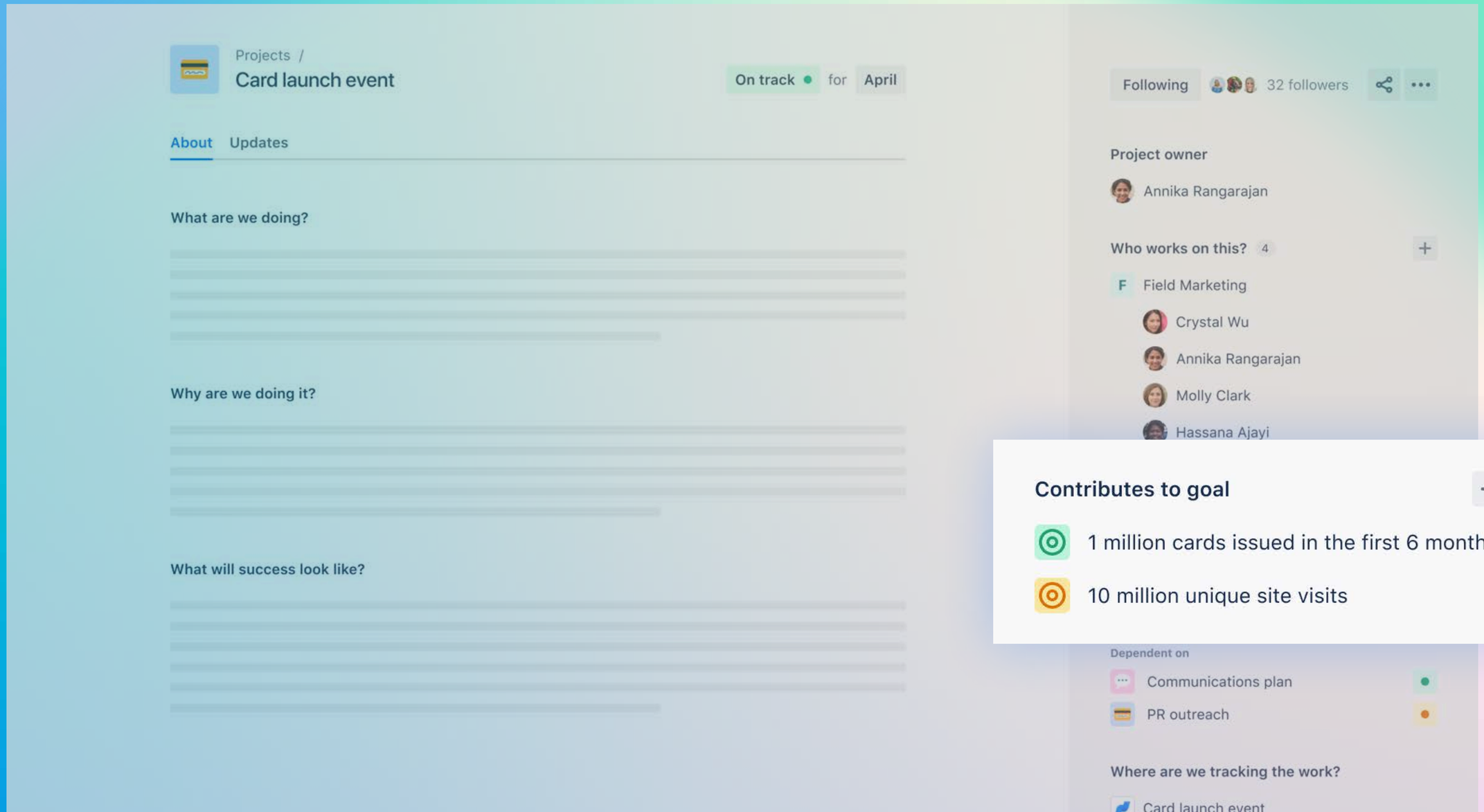
Synchronized habit

Weekly progress updates

Ways to use Atlas



CONNECT WORK TO SHARED OUTCOMES



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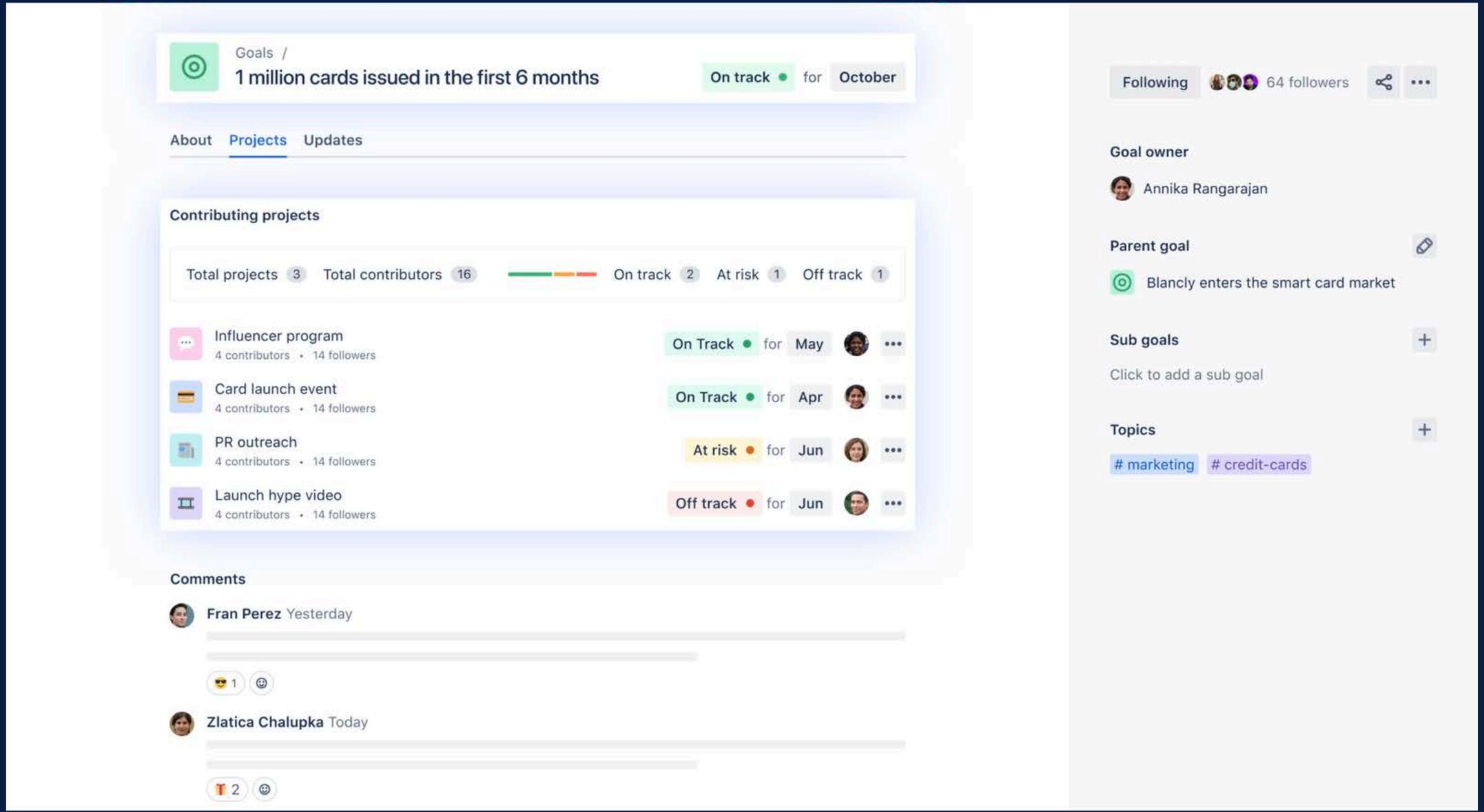


Banc.ly

📸 Fachrizal Maulana via Unsplash

Let’s follow along the journey of...

Javier,
President

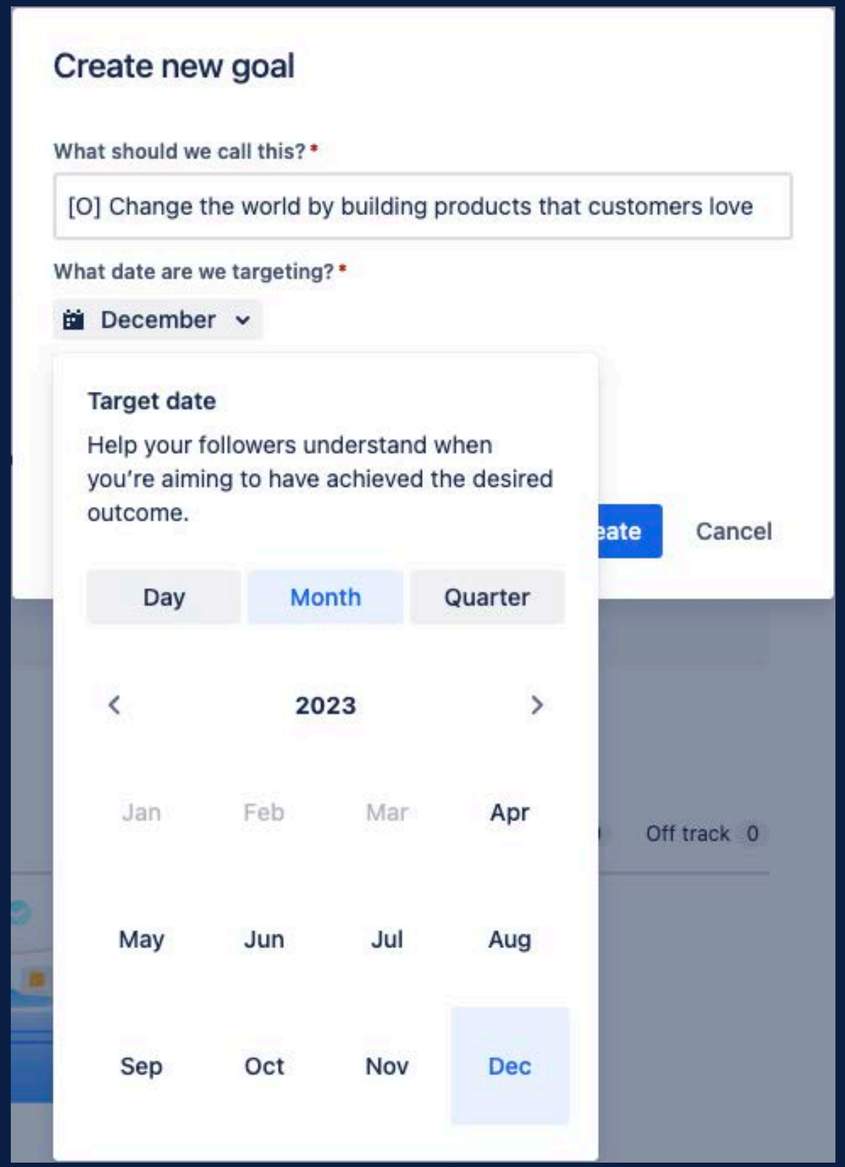
Melanie,
Head of Product

Manjiri,
Software Engineer

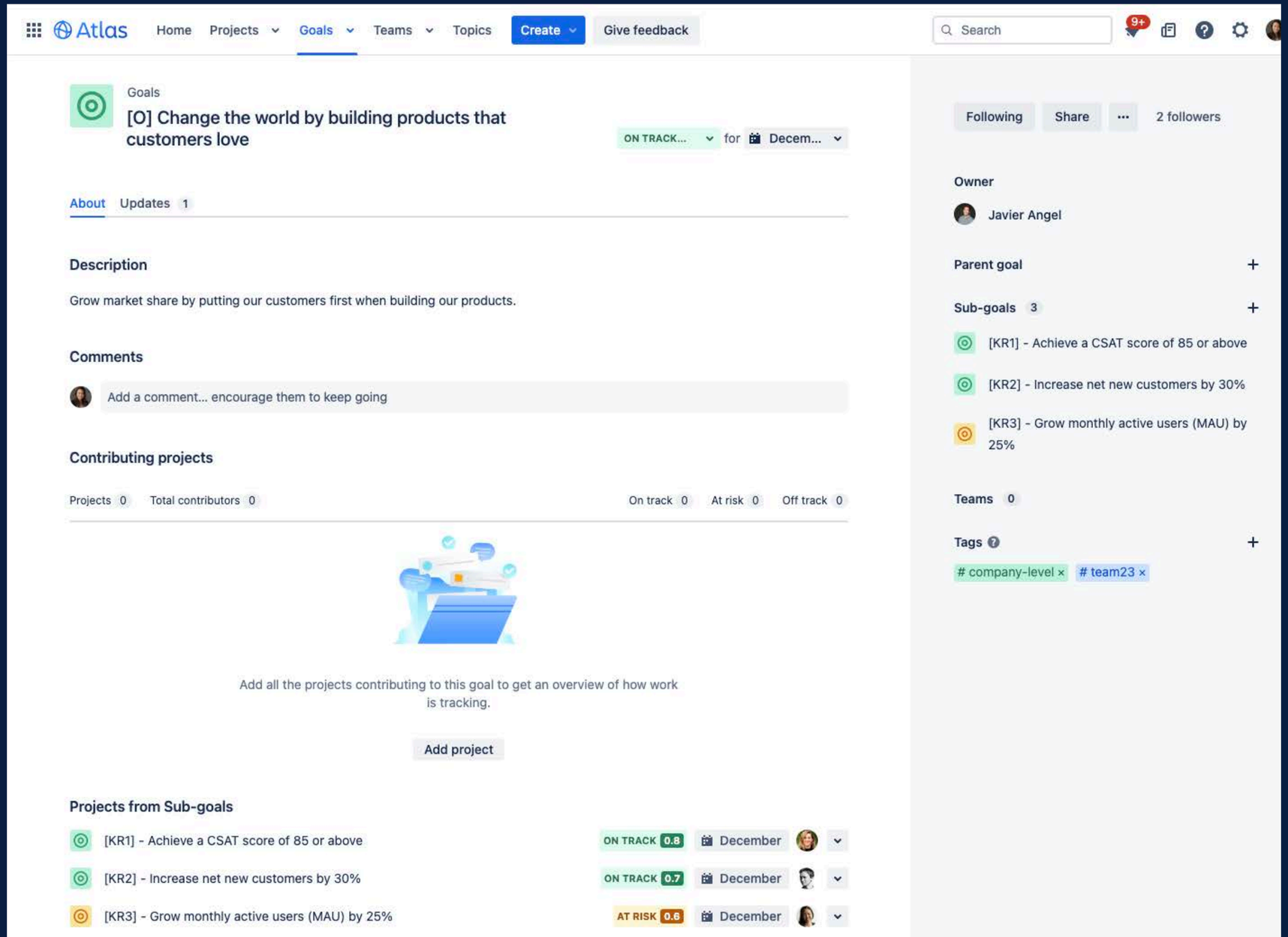
Meet Javier

Javier,
President

Creating OKRs/ goals in Atlas



Company-level OKRs



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 0.7	December		Following	Today
[KR3] - Grow monthly active users (MAU) by 25%	AT RISK 0.6	December		Following	Today
[O] Product - Increase activation and retention	AT RISK 0.6	December		Following	Today
[KR 1] - Increase D1-6 activation by 10%	AT RISK 0.6	December		Following	Today
[KR 3] - Conduct 5 customer interviews/ month	ON TRACK 1.0	December		Following	Today
[KR 2] - Build an in-product referral program	OFF TRACK 0.2	August		Following	Today
[KR2] - Increase net new customers by 30%	ON TRACK 0.7	December		Following	Today
[KR1] - Achieve a CSAT score of 85 or above	ON TRACK 0.8	December		Following	Last week

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	31 May	AT RISK	
Improve onboarding experience	28 Apr	ON TRACK	

Add project

Projects from Sub-goals

[KR 1] - Increase D1-6 activation by 10%	AT RISK 0.6	December	
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Following Share ... 2 followers

Owner

Melanie Zhao

Parent goal

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

Sub-goals 3

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Teams 0

Tags

department-level × # team23 ×

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Atlas connects your work and goals together.

ONE MONTH LATER...

Scoring and updating OKRs

About Updates 1

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.

219/280 Who will see this?

Post

Sub-goal summary

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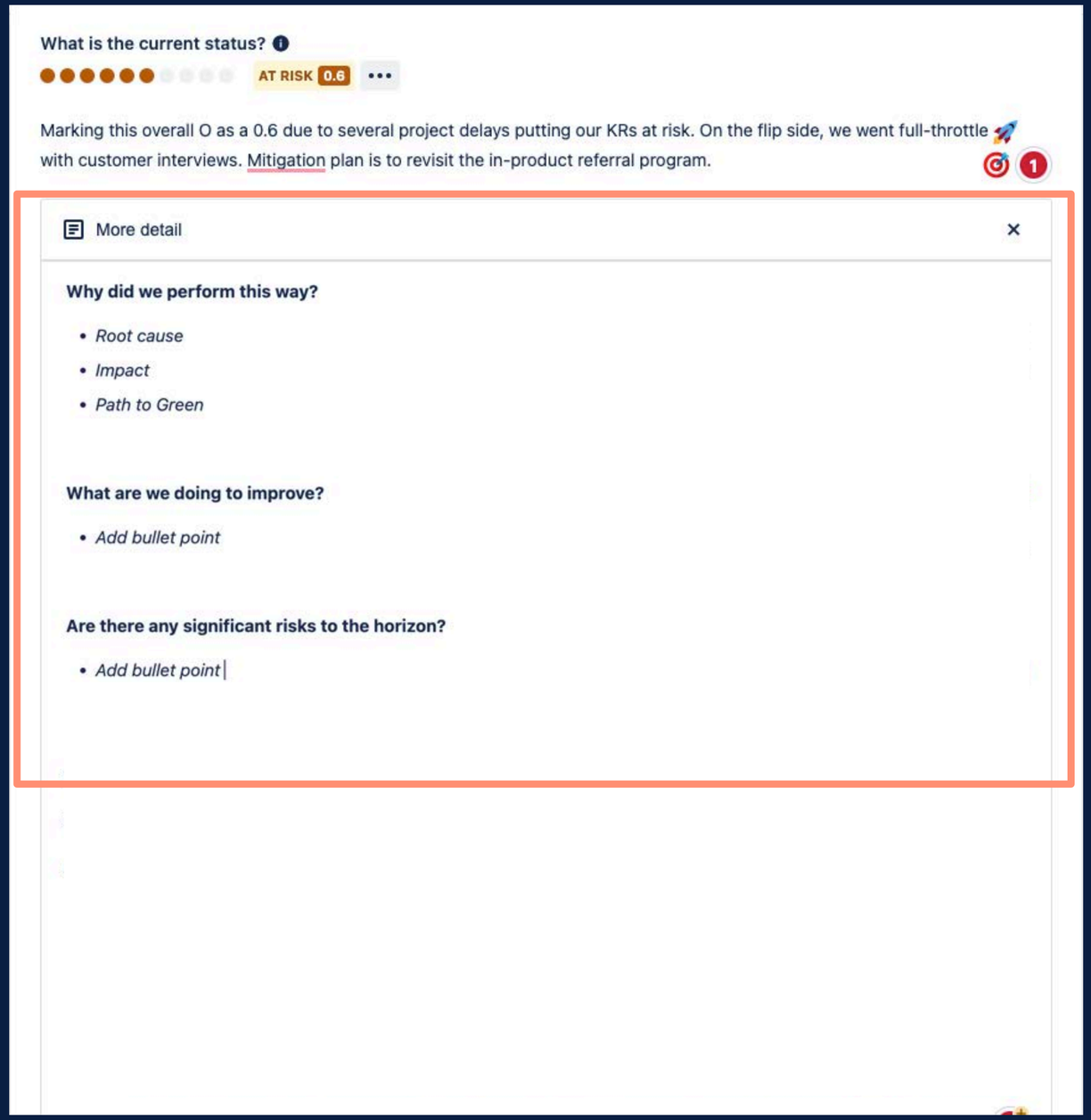
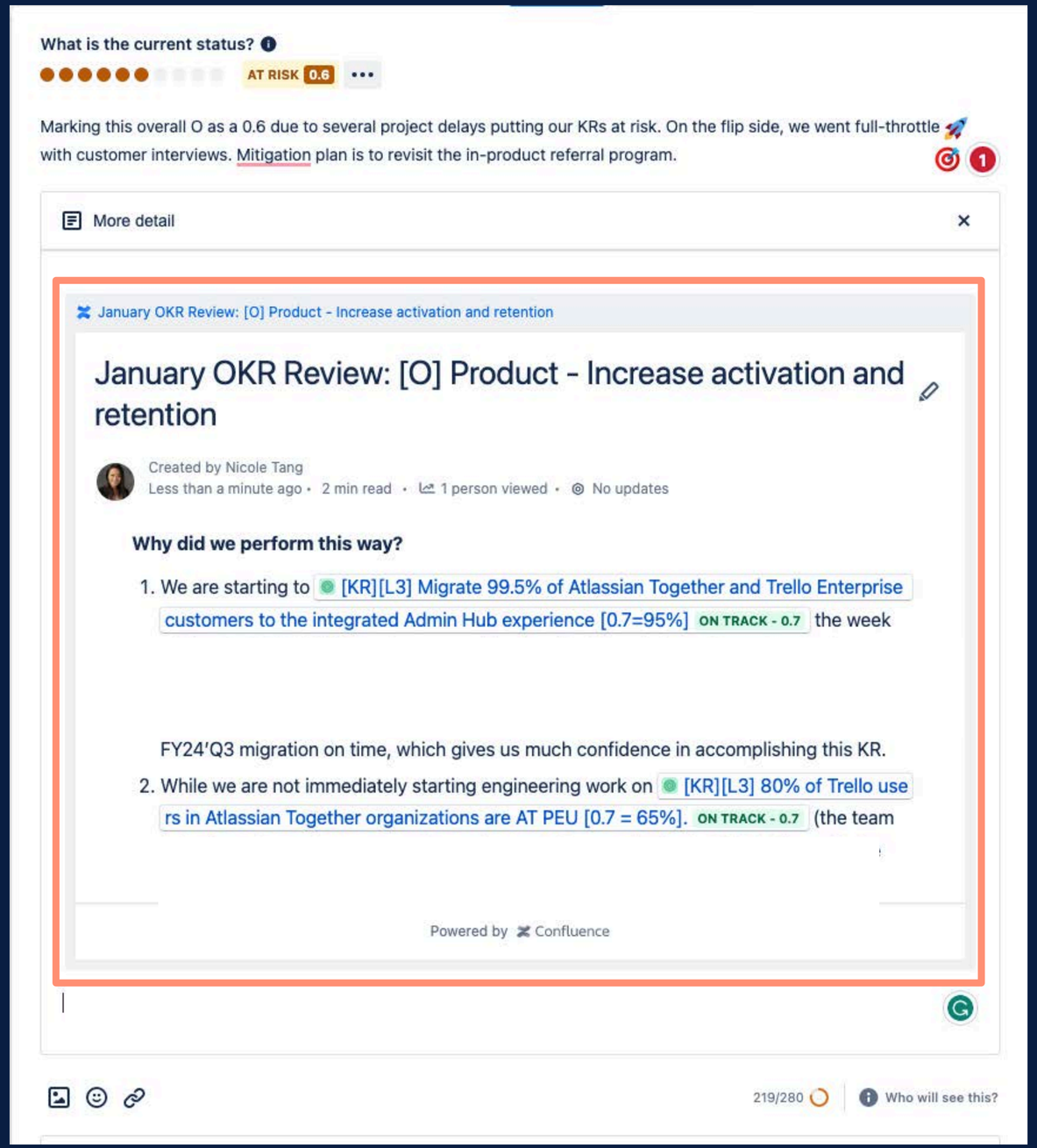
More details, please!

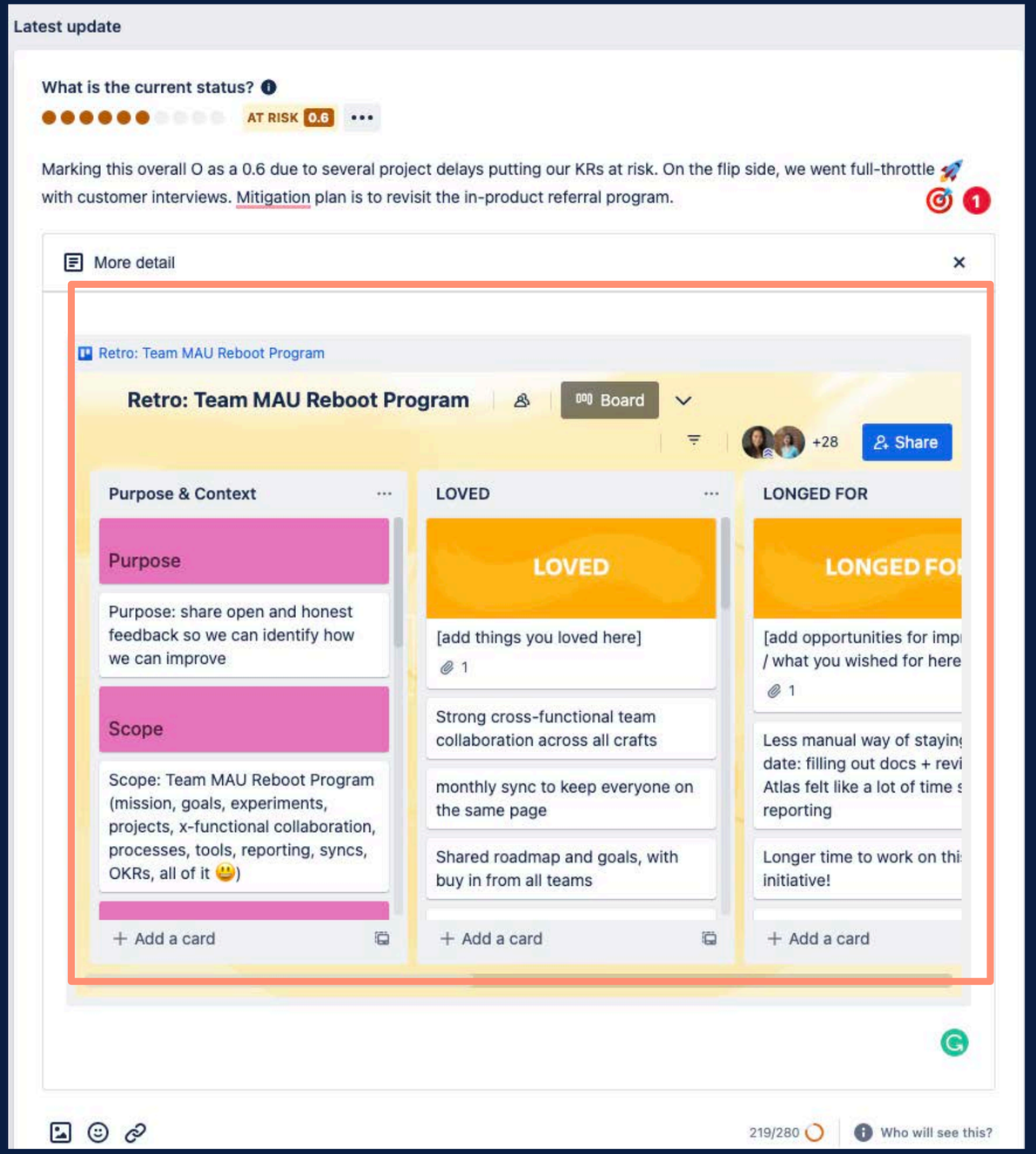


MORE DETAILS
WITH THE POWER OF
SMART LINKS

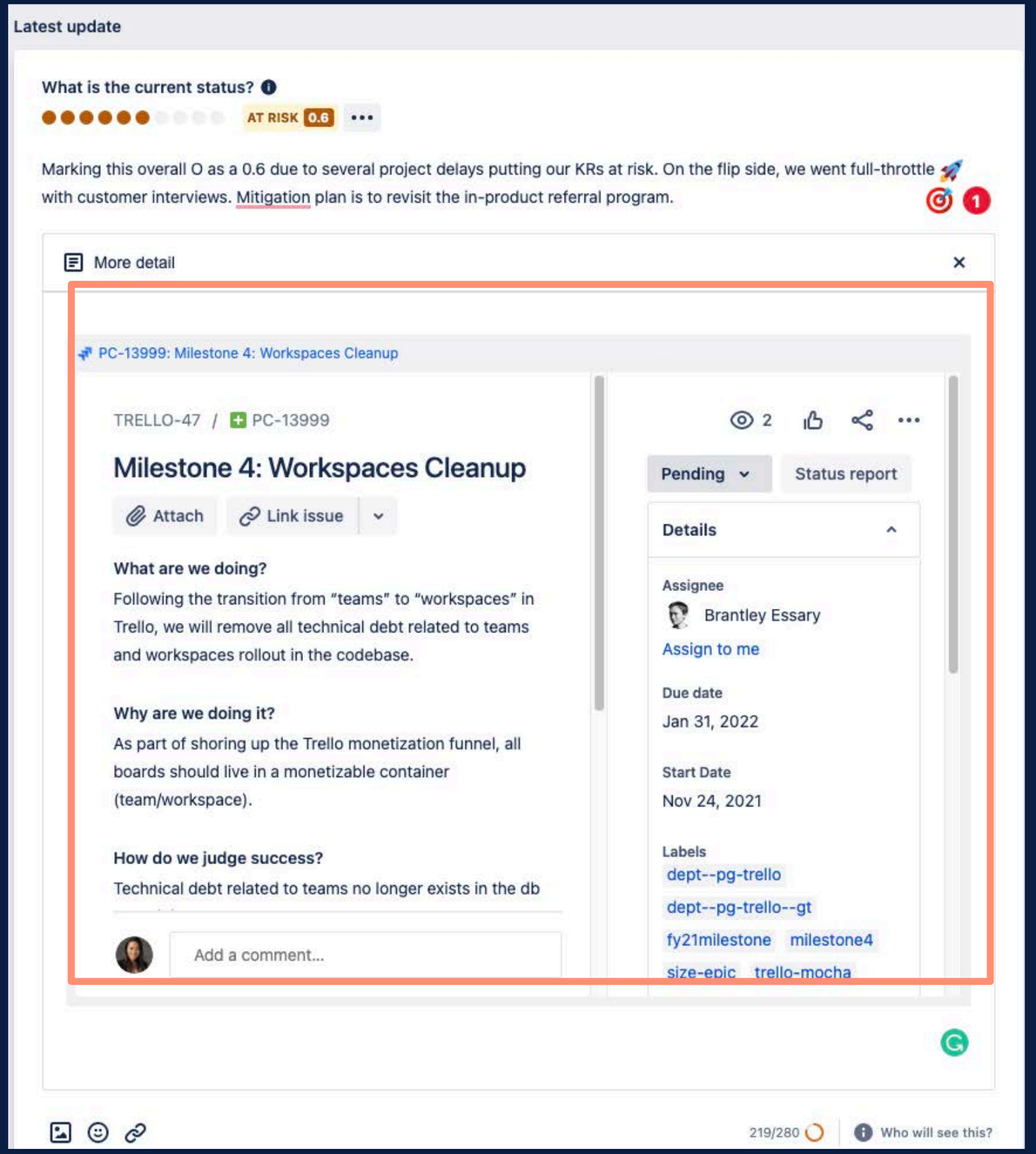
Embed additional context with Smart Links: Confluence



Embed additional context with Smart Links: Trello



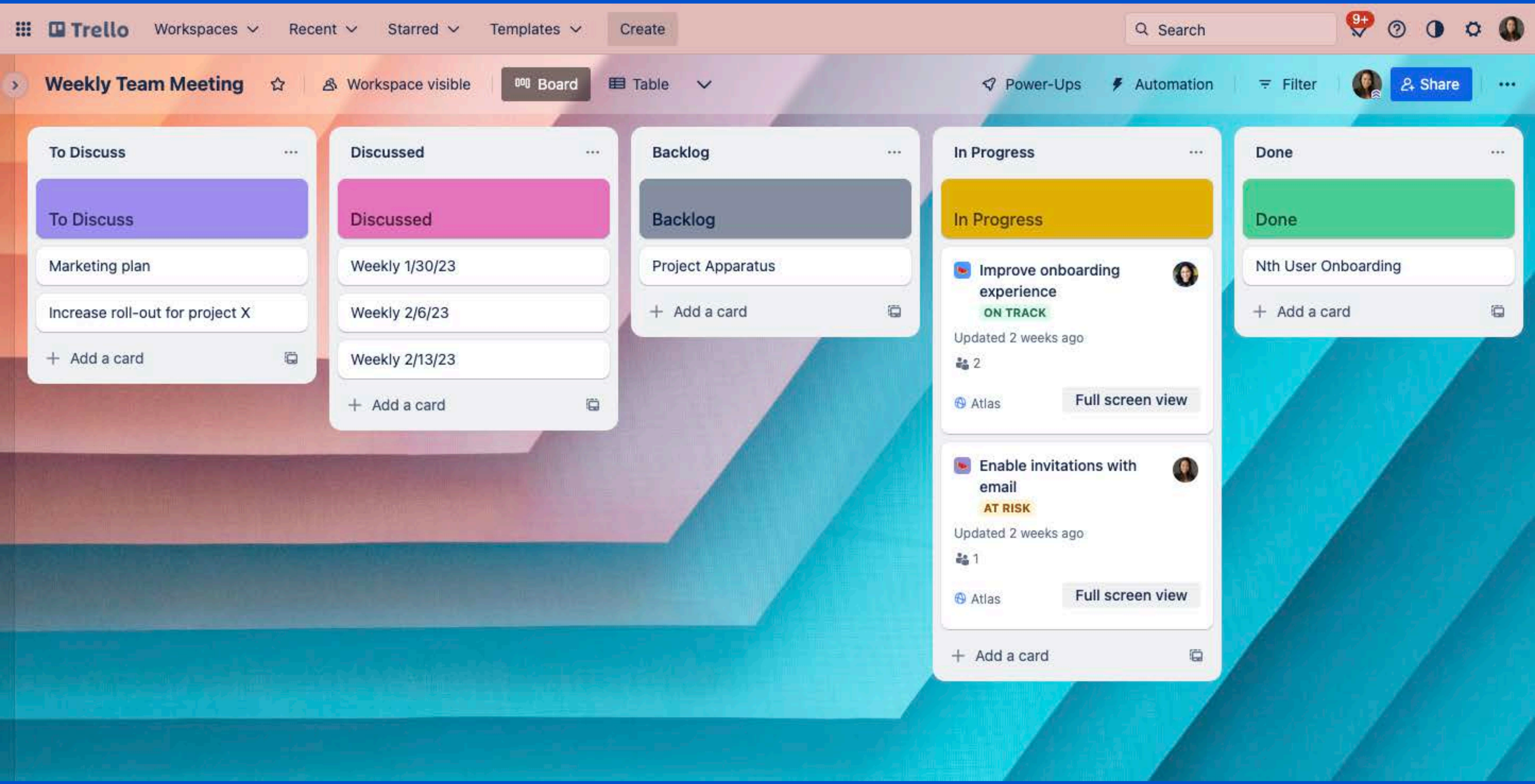
Embed additional context with Smart Links: Jira

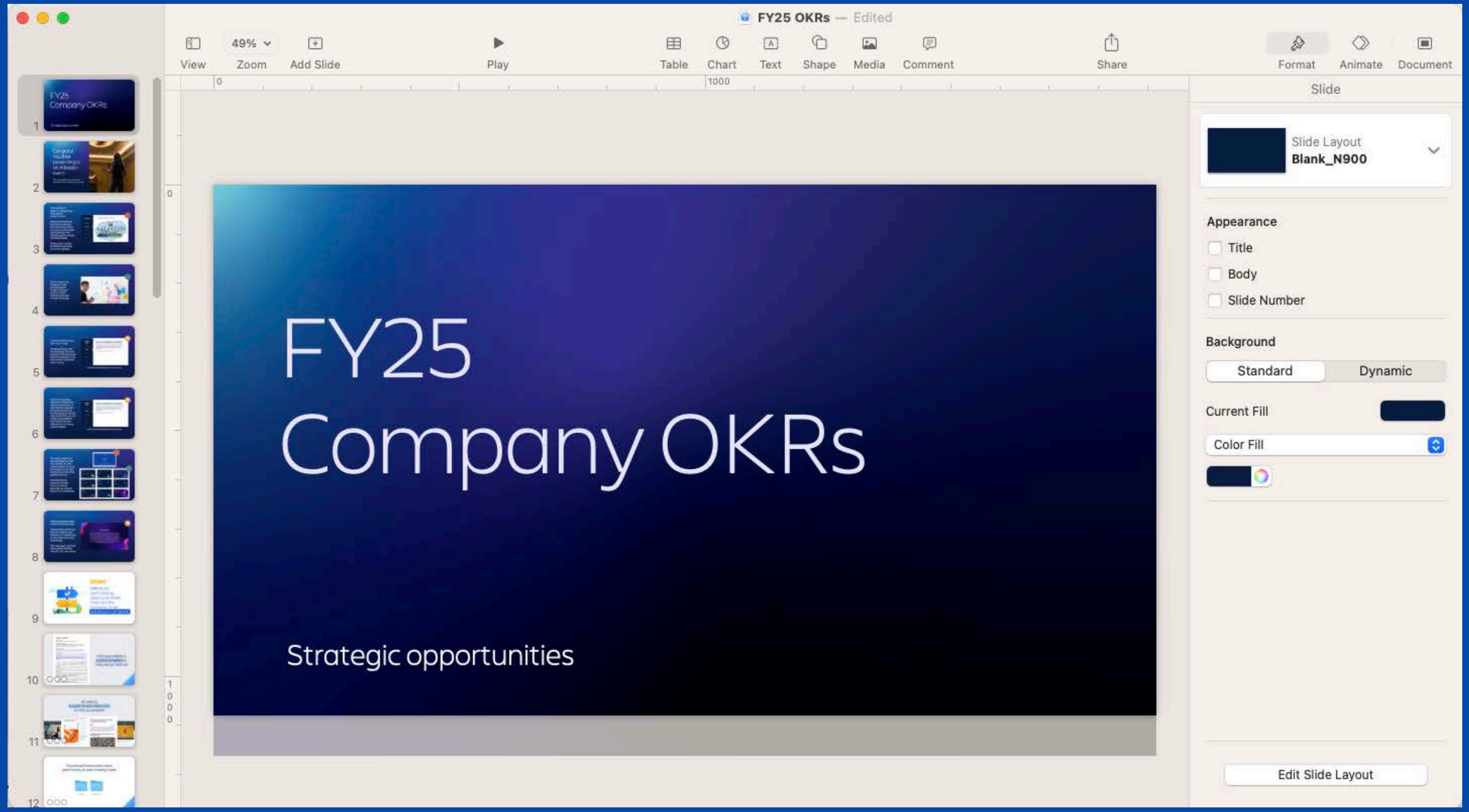


Atlas helps teams and leadership communicate outwards.

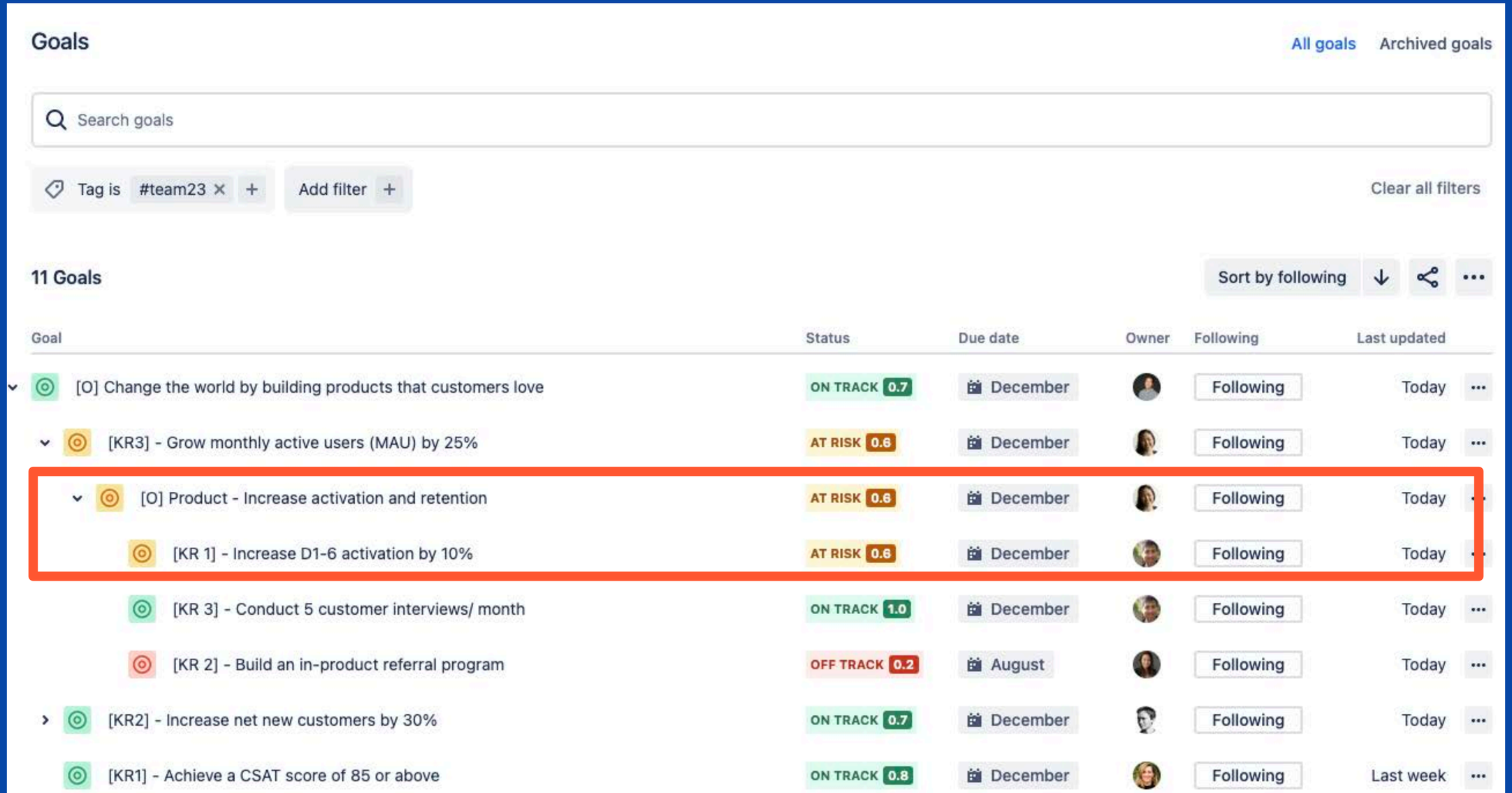
Meet Manjiri

Manjiri,
Software Engineer

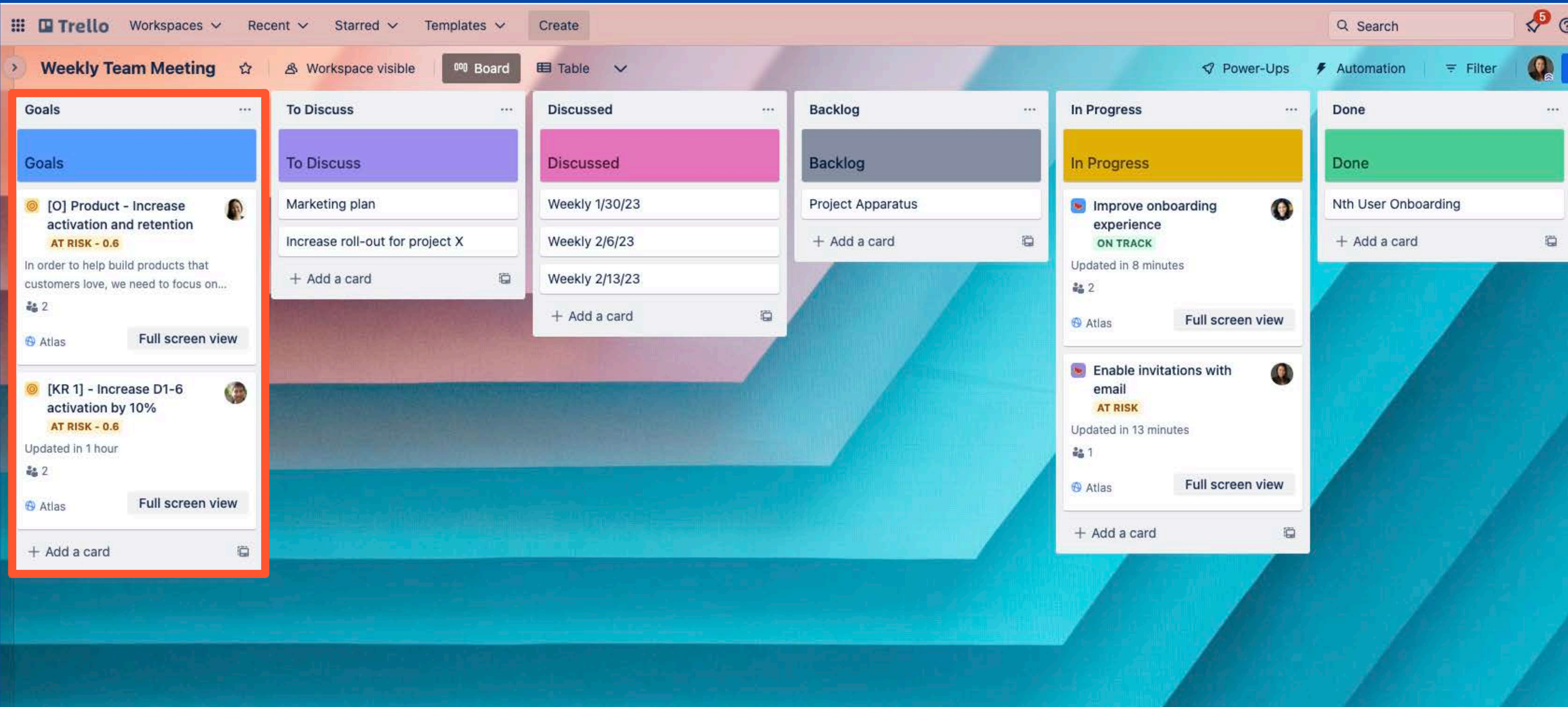

Trello
Workspaces
Recent
Starred
Templates
Create
Search
9+
Weekly Team Meeting
Workspace visible
Board
Table
Power-Ups
Automation
Filter
Share
To Discuss
To Discuss
Marketing plan
Increase roll-out for project X
Add a card
Discussed
Discussed
Weekly 1/30/23
Weekly 2/6/23
Weekly 2/13/23
Add a card
Backlog
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
49%
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



Connecting our Atlas OKRs using Smart Links in Trello



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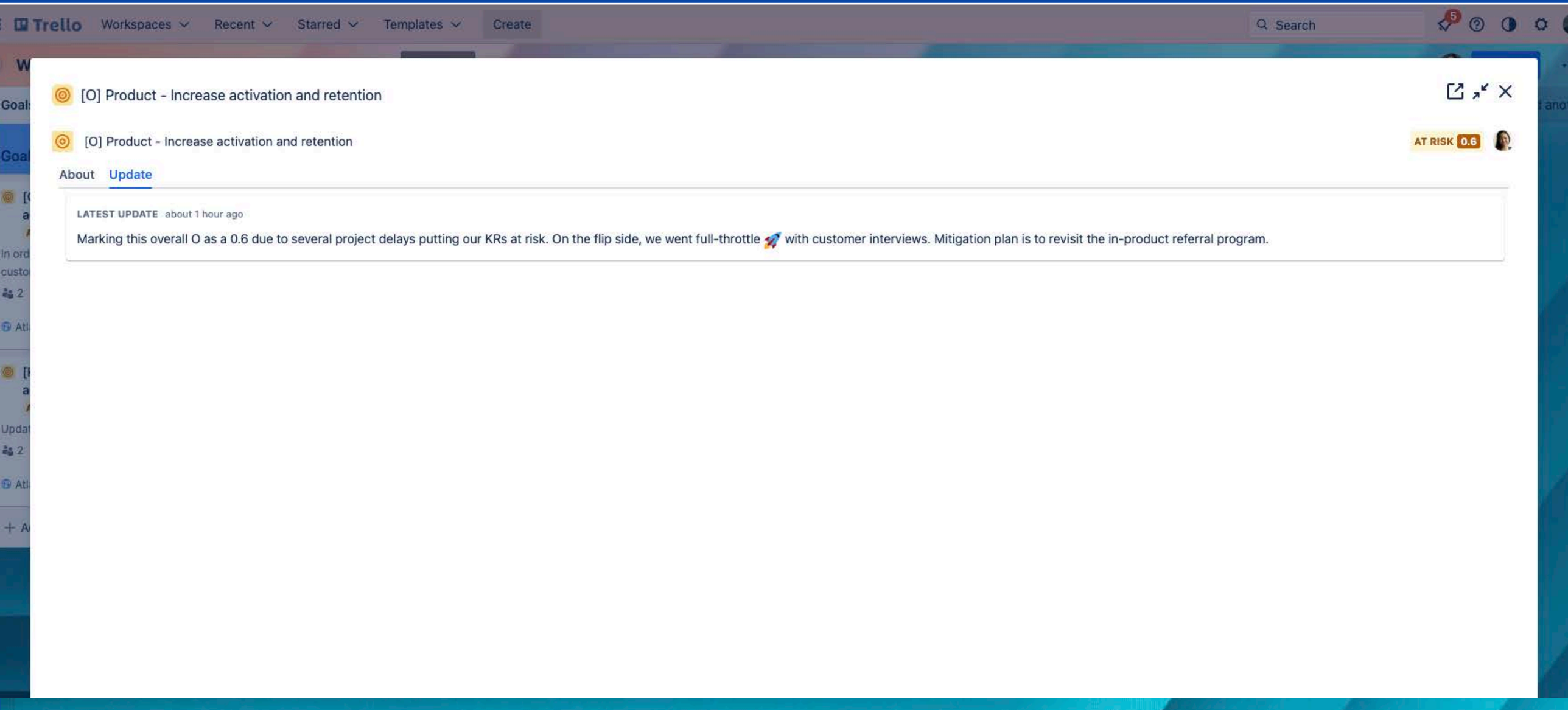

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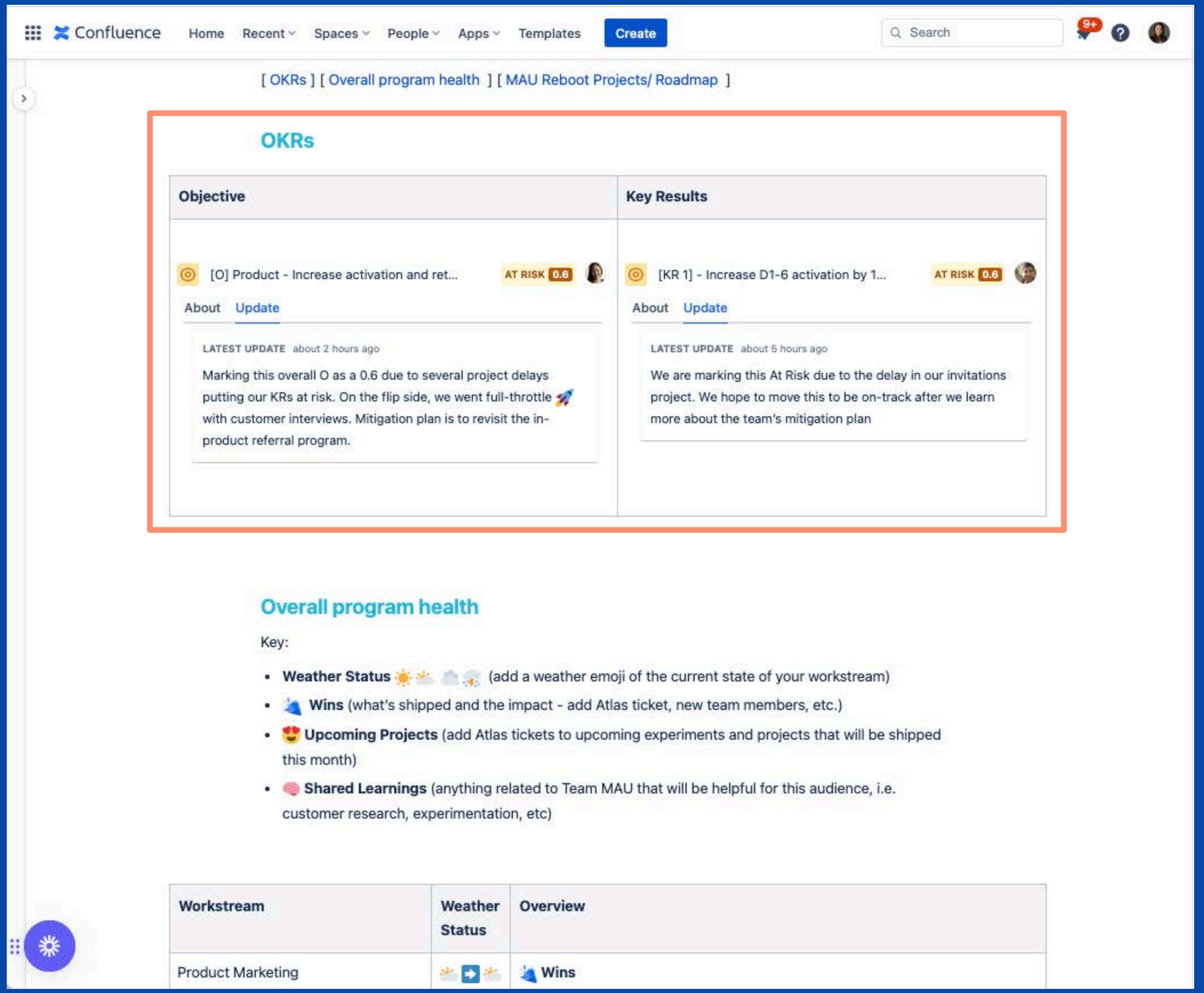

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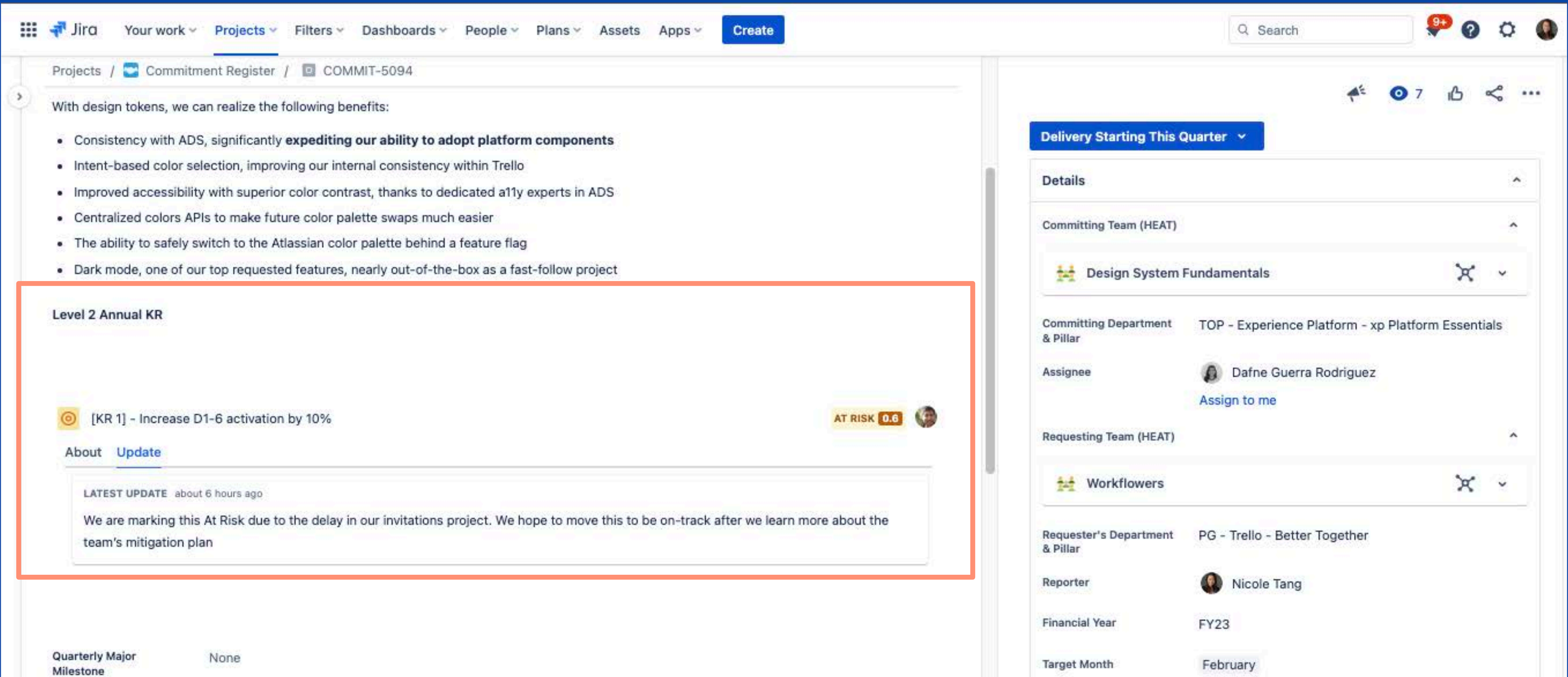

Smart Link embeds help GSD.

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

Goal	Status	Due date	Owner	Following	Last updated
[O] Change the world by building products that customers love	ON TRACK 0.7	December		Following	Today
[KR3] - Grow monthly active users (MAU) by 25%	AT RISK 0.6	December		Following	Today
[O] Product - Increase activation and retention	AT RISK 0.6	December		Following	Today
[KR 1] - Increase D1-6 activation by 10%	AT RISK 0.6	December		Following	Today
[KR 3] - Conduct 5 customer interviews/ month	ON TRACK 1.0	December		Following	Today
[KR 2] - Build an in-product referral program	OFF TRACK 0.2	August		Following	Today
[KR2] - Increase net new customers by 30%	ON TRACK 0.7	December		Following	Today

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All goals | Archived goals

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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

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 KRs?

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

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Email

Slack

Microsoft Teams

Atlas
Your Monday digest

9:00 am

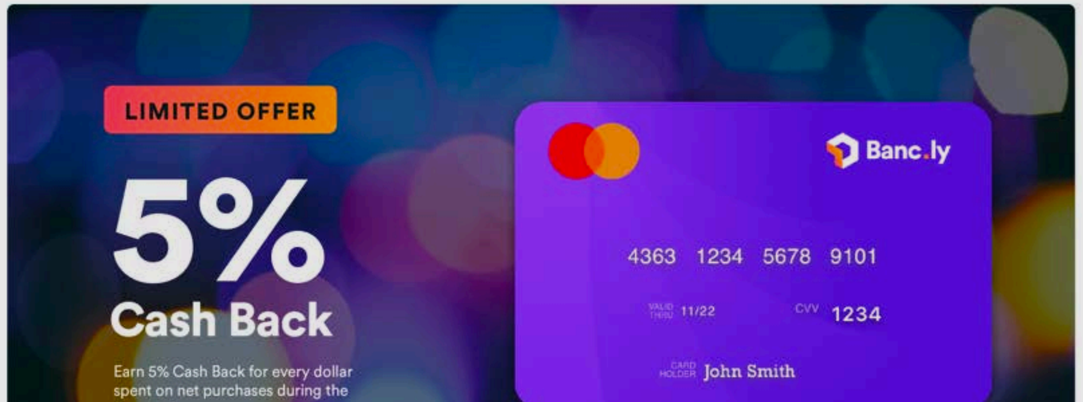
Good morning Molly,

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]

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

Card launch event

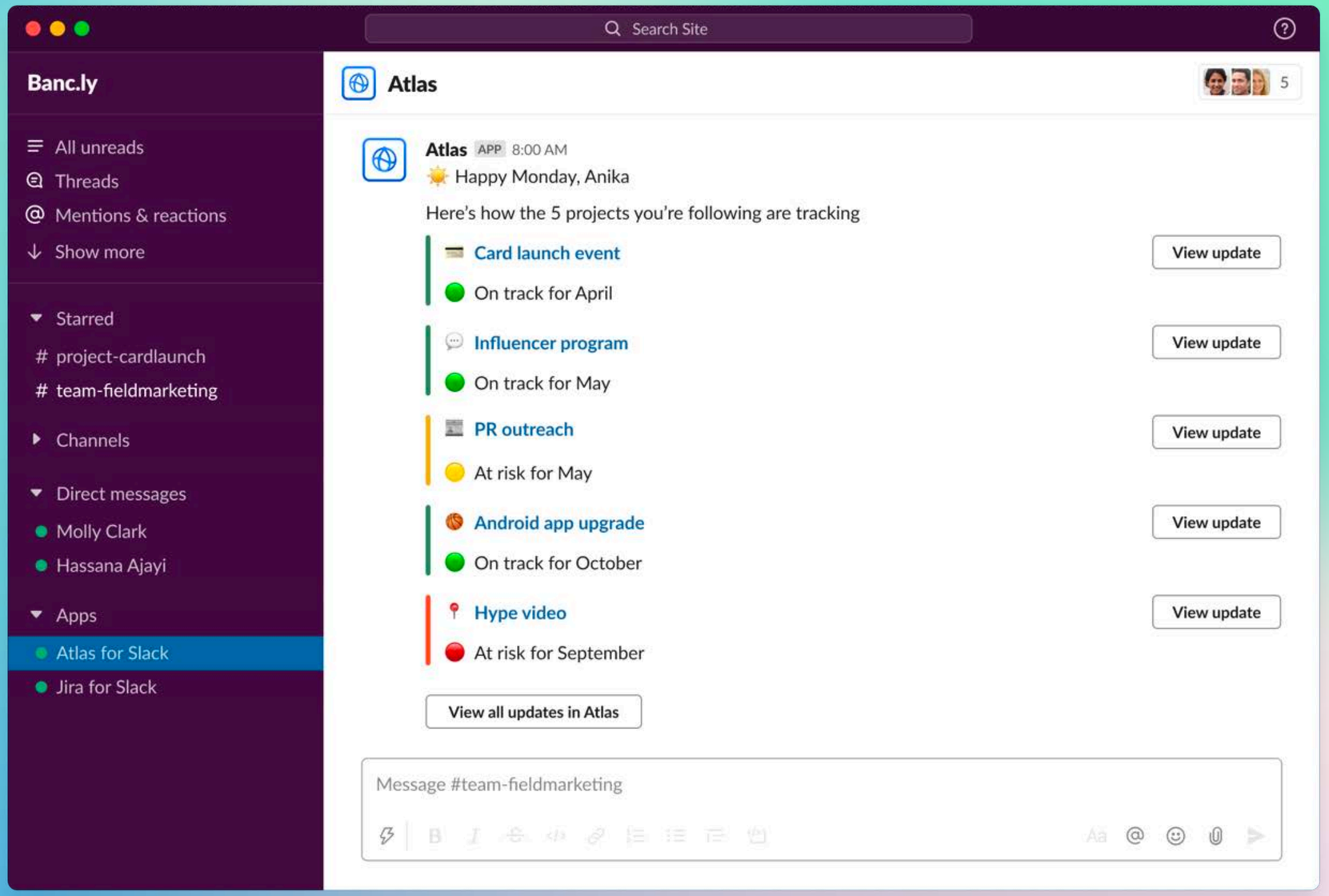
Annika Rangarajan Friday — On Track for April



Email

Slack

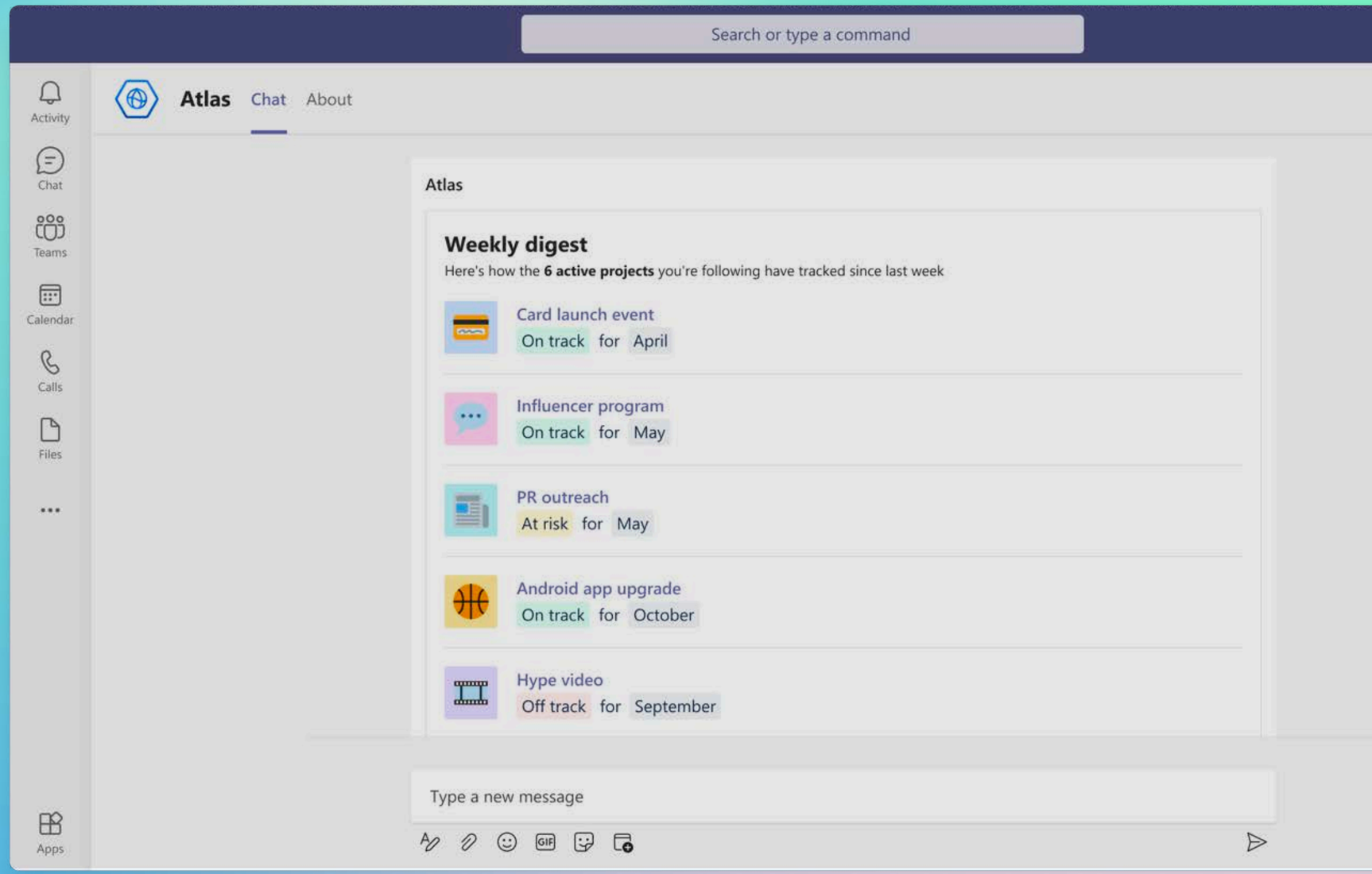
Microsoft Teams



Email

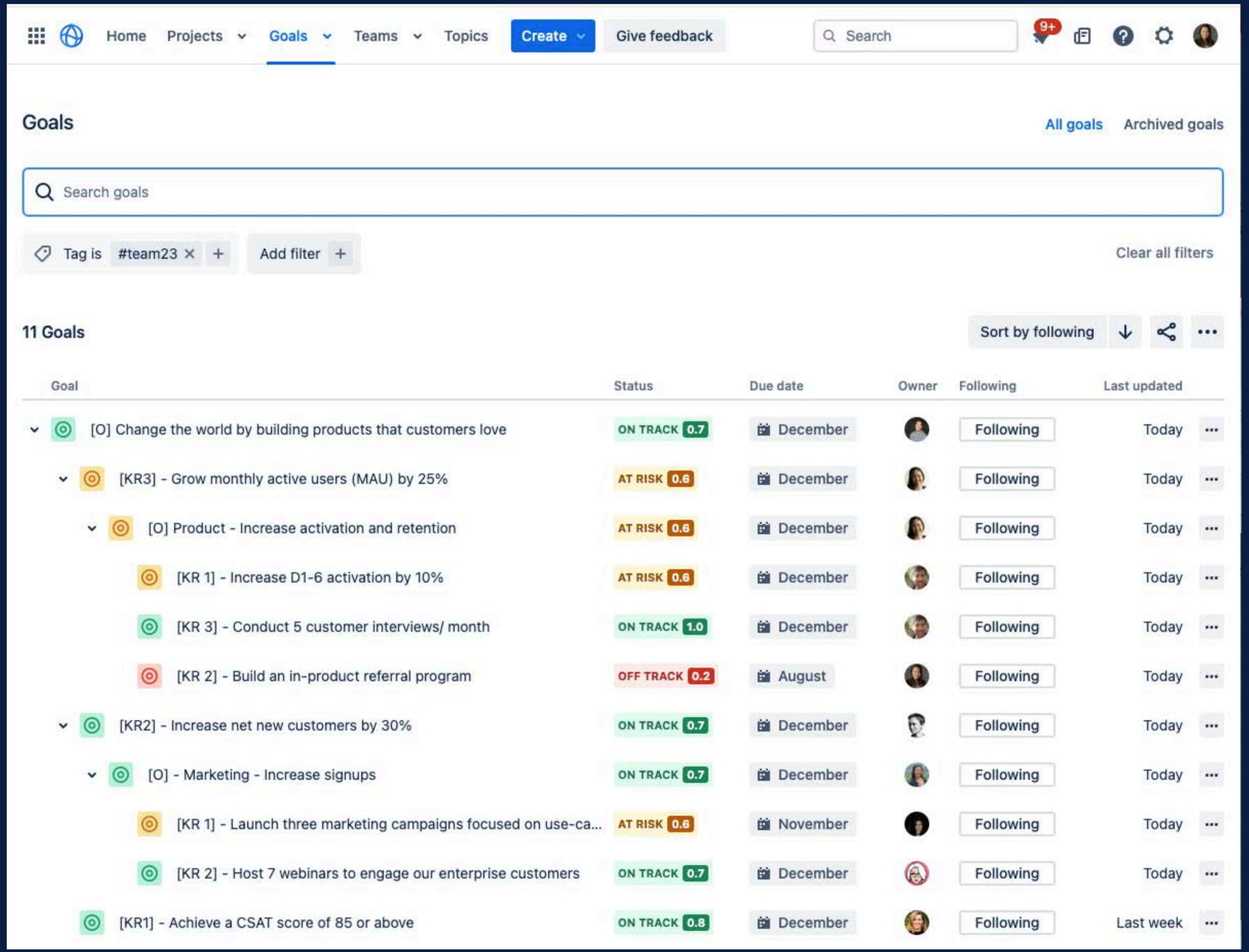
Slack

Microsoft Teams



Proof
ALL HANDS
4/24/2019
WIN
ANNAPOLIS, MD
#CUSTOMER OBSESSED
HUNGRY
YOU
SMART
HUMBLE
BRAZOS
80

Access OKRs within Atlas at any time



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

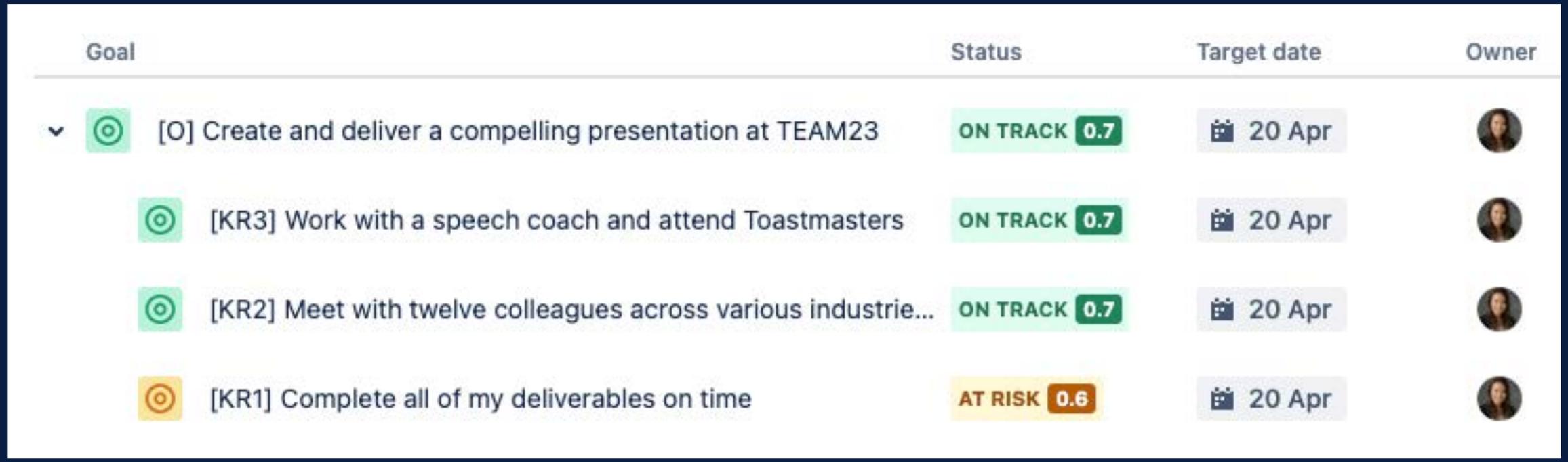
Have the right tools

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 / ATLASSIAN