








Appendix 4 - How Objective and Key Results differ to Key Performance Indicators

OKR vs. KPI		
	Objectives and key results (OKRs)	Key performance indicators (KPIs)
 Definition	Actionable goals with measurable components	Numbers that track business goals
 Basis	Based on company missions and aspirations	Based on past results and current projects
 Criteria	Measures bolder, more aggressive goals	Measures steadiness and benchmarks
 Purpose	Motivational tool	Performance evaluation tool
 Duration	Quarterly or yearly	Variable
 Variation	Goals change each cycle	Metrics can stay the same for months or years

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Source Ref: <https://asana.com/resources/okr-vs-kpi>