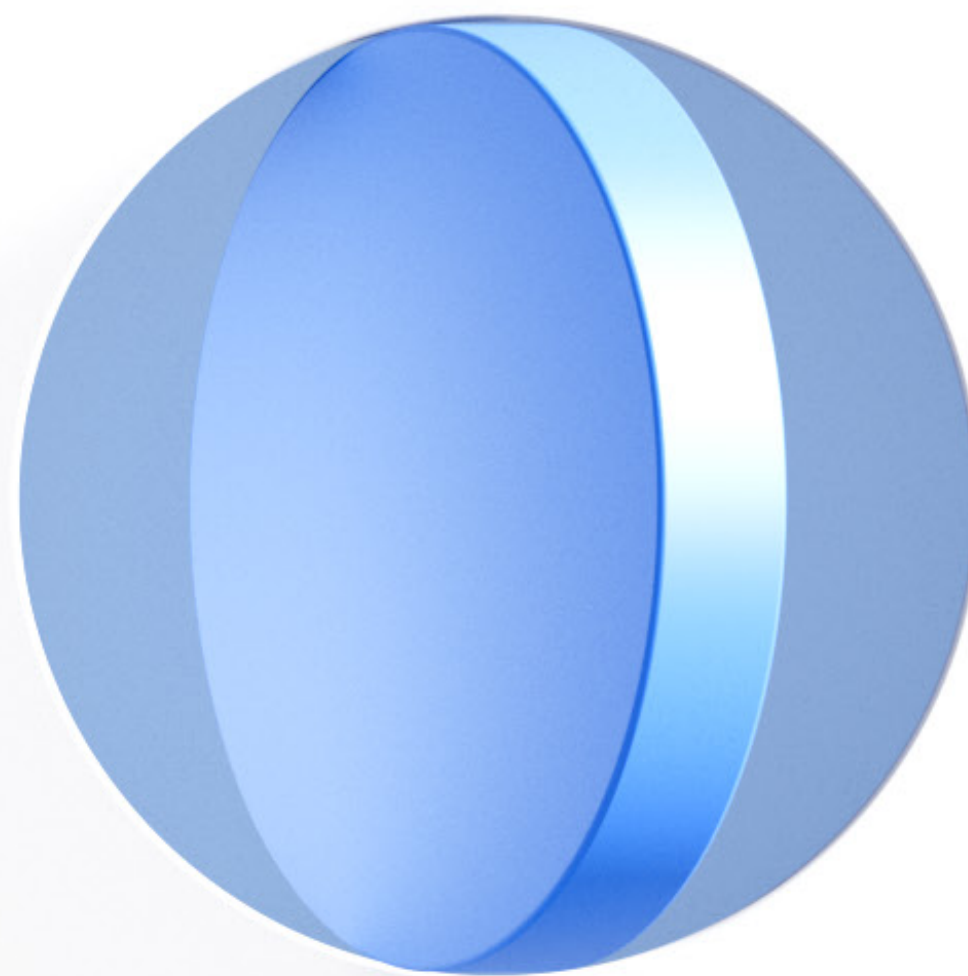# Checklist

by **airfocus**

How To Connect OKRs

with Customer Insights and Product Strategy

OKR stands for objectives and key results.

It's a goal-setting system that describes the outcome you're trying to accomplish and how you know when you've reached that outcome.

The objective is a qualitative description of what you want to achieve.

The key results are a set of metrics that measure whether you've met your objective. Multiple key results ensure that you meet your objective without introducing unintended side effects.

You may find it helpful to establish OKRs at both a business level and a product level.

OKRs at a business level typically deal with impacting revenue or profit and build a shared understanding of what the organization wants to accomplish in the upcoming quarter.

OKRs at a product level build shared understanding around the problems that product teams are trying to solve, often in furtherance of a specific business objective. These product-level objectives act as leading indicators and indicate whether a team's actions move it in the right direction.

When you identify product OKRs and tie them to a business OKRs, you're connecting your product strategy to your organization's overall strategy.

The key results for a product OKR are based on data collected from direct customer feedback or from customer use of your product.

Here are some tips on connecting OKRs with customer insights and product strategy:

1 ☐ Use an outcome-based roadmap to track the initiatives you're going to try to reach the business OKR.

2 ☐ Use the information gained from the Insights app to identify potential product OKR and subsequently potential initiatives.

3 ☐ Describe each initiative with a product OKR that ties back to the business OKR. Make sure your PM platform allows you to tie the different levels.

4 ☐ Broadly define initiatives in Next and Later solely in terms of product outcomes.

5 ☐ Identify specific solutions when you bring initiatives into the Now column

6 ☐ Use Insights from the airfocus Insights app, update progress toward the Key Results in your product OKR.

About airfocus

airfocus offers a modern, modular and easy to use product management platform.

It provides a complete solution for product teams to manage and communicate their strategy, prioritize their work, build roadmaps, and connect feedback to solve the right problems.

Designed with flexibility in mind, airfocus allows you to quickly customize the platform to fit your needs without disrupting the way your team works.

Join thousands of global product teams who use airfocus to make better decisions and build outstanding products. Kick-start your way to better product management today.

Give airfocus a chance and start with a 14-day free trial, or book a demo here.

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