



Better World Strategy

Objectives & Key Results (OKRs) Template

This template is intended for print to facilitate use by your strategy team.



This template is designed to help mission-driven organizations step back, reflect, and build a clear, practical strategy. Templates are useful tools for understanding your environment, clarifying your purpose, and shaping the choices that guide your work.

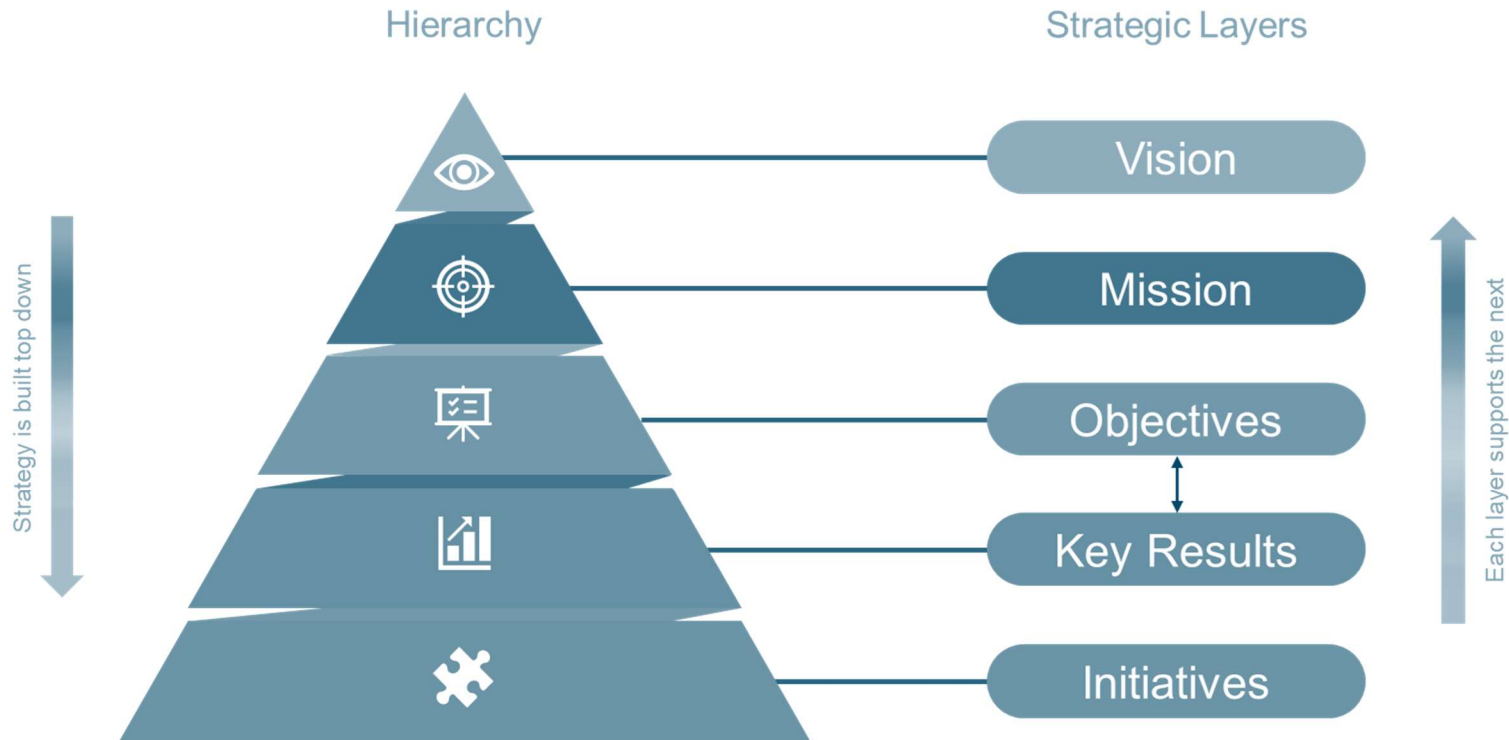
Templates such as this one can spark meaningful conversations about where you are today and where you want to go next. Used collaboratively, they support the creation of a comprehensive organizational strategy that brings clarity, alignment, and momentum to your team.

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The Strategic Hierarchy

Before starting, recall that strategy is built in layers. Each layer supports the next, creating a clear path from day-to-day decisions all the way to your organization's Mission and, ultimately, your Vision for a better world.



The templates in this library follow that design principle. The tools are organized from foundational elements to higher-level choices, helping you build a strategy that is aligned, practical, and connected from the ground up. Print more copies as needed for additional OKRs.

Objectives Template

O#	Objective	Achievable?	Measurable?	Champ Owner
	Example: Secure and restore five crucial land corridors for endangered species.	Yes	Yes	Janelle
O1		Yes / No / Maybe	Yes / No / Maybe	
O2		Yes / No / Maybe	Yes / No / Maybe	
O3		Yes / No / Maybe	Yes / No / Maybe	
O4		Yes / No / Maybe	Yes / No / Maybe	
O5	Standard Ops Objective (highly recommended): Deliver essential, fiscally responsible operational services that ensure business continuity.	Yes	Yes	

Key Results Template

Objective	Key Results	S.M.A.R.T?
<p>Example: Secure and restore five crucial land corridors for endangered species.</p>	<p>Example: KR Exp.1: Secure legal protection for +250K acres in North America by Q4.</p>	<p>Yes</p>
<p>O1:</p>		<p>Yes / No / Maybe</p>
<p>O2:</p>		<p>Yes / No / Maybe</p>
<p>O3:</p>		<p>Yes / No / Maybe</p>
<p>O4:</p>		<p>Yes / No / Maybe</p>
<p>O5: Deliver essential, fiscally responsible operational services that ensure business continuity.</p>	<p><i>Examples:</i> KR 4.1: Reduce operating expenses by 8% in Q3. KR 4.2: Resolve 95% of customer inquiries in one business day by Q2. KR 4.3: Achieve internal team Net Promoter Score (NPS) of 85+ from quarterly surveys each quarter.</p>	<p>Yes</p>