

IPI Transition Accelerator

OKR Framework



So far:

You've interrogated your project proposal, situating it in relation to your:



Company's mission and long term goals



Audience



Revenue model & stage of development



Distribution model



Now, we'll build a governing framework for the **next 100 days**

Objectives and Key Results (OKRs)

“Transparency seeds collaboration”

“By clearing the line of sight to everyone’s objectives, OKRs expose redundant efforts and save time and money”

John Doerr, Intel

Why OKRs?



Helpful for setting, tracking and re-evaluating your media's goals



Keeps track of what you've done and reviews progress



Allows for clarity and transparency across contributing teams



- product
- marketing
- sales
- editorial
- tech



Turns your **strategy into action**



In the transition accelerator, this is a map for achieving your goals and priorities over the next 4 months and beyond

Objectives and Key Results

Objectives

what will your team achieve in the next 100 days

Key results

what can measure progress of our objective

Objectives

- Objectives are **what** you are going to achieve until a defined point in time
- Are significant, concrete, action-oriented, and inspirational.
- How you are linking the challenge/problem in your project design to your business and audience goals.

Key Results

- Key Results are the quantitative or qualitative benchmark to measure **IF and HOW** are you are achieving your objective.
- Where we define outputs and create a roadmap
- SMART: specific, measurable, actionable relevant and timebound

OKR Examples

Objective 1: successfully implement weekly newsletter

KR1: finalize 5 topic areas for announcement banner

KR2: get 100 new subscribers

KR3: achieve clickthrough rate of 4.0%

Objective 2: Improve content strategy to cater to young audiences

KR1: Increase page views from young audiences by 20% through the creation of dedicated content verticals and newsletters

KR2: Achieve a 30% increase in engagement from young audiences through the use of interactive content, such as quizzes and polls

KR3: Increase the number of articles written by or featuring young writers by 25% within the next 6 months

Objective 3: find our product market fit

KR1: conduct 25 interviews with potential users and document learning

KR2: determine jobs-to-be-done for 3 different customer segments

KR3: achieve 60 new newsletter subscribers

OKR Examples

Objective 4: Create high-quality content and engagement opportunities to increase member retention and loyalty.

KR1: Increase the number of member-exclusive articles published each month by 50% within the next quarter.

KR2: Host at least two member-exclusive events, such as webinars or Q&A sessions, within the next quarter.

KR3: Increase the average time spent on the site by members by 10% within the next quarter.

KR4: Conduct a member survey and receive a satisfaction score of at least 8 out of 10 within the next quarter.

Objective 5: Develop and validate a membership offering that generates sustainable revenue for the company.

KR1: Conduct market research to identify target audience and their willingness to pay for membership within the next month.

KR2: Prototype at least three membership bundle and test them with a focus group of potential customers within the next quarter.

KR3: Develop a minimum viable product (MVP) for the membership business model and test it with early adopters within the next quarter.

KR4: Achieve a positive contribution margin from the membership model within the next six months.

OKR Examples

Objective 6: Build awareness and interest among potential members for the upcoming launch of the membership offering.

KR1: Develop a pre-launch marketing campaign that generates at least 1,000 signups for a waitlist within the next month.

KR2: Host a virtual event to introduce the membership business model and generate at least 500 signups for the waitlist within the next quarter.

KR3: Secure coverage in at least two major media outlets within the next quarter.

KR4: Achieve a 20% conversion rate from the waitlist to actual memberships within the first month of launching.

Objective 7: Develop and launch a successful podcast that generates high listenership and engagement.

KR1: Conduct market research to identify target audience, podcast format and content topics within the next month.

KR2: Develop a pilot episode and test it with a focus group of potential listeners within the next quarter.

KR3: Launch the podcast with at least three episodes and achieve 1,000 downloads within the first month.

KR4: Achieve a 4-star rating and positive reviews on major podcast platforms, such as Apple Podcasts and Spotify, within the first month of launching.

OKR Examples

Objective 8: Launch and grow a vertical video product that targets and converts young audiences into paying subscribers.

KR1: Develop a minimum viable product (MVP) for the vertical video product within the next month.

KR2: Publish at least 3 vertical videos per week on targeted social media platforms, such as TikTok and Instagram, for the next quarter.

KR3: Achieve at least 1 million views and 50,000 engagements (likes, comments, shares) on the vertical video content within the first month of launching.

KR4: Achieve a conversion rate of at least 10% from video viewers to email subscribers within the first quarter of launching.

Objective 9: Develop and launch an engaging suite of news products that monetizes and builds trust with the audience in climate change coverage.

KR1: Conduct market research to identify audience needs and develop a content strategy for climate change coverage within the next month.

KR2: Design and launch a website for climate change coverage that emphasizes user trust and engagement, such as through transparency in sourcing and fact-checking, within the next quarter.

KR3: Develop and launch a social media presence for the climate change coverage, such as Twitter and Instagram, that engages with the audience and builds trust within the next quarter.

Monetize the news products through sponsorships, partnerships, and subscriptions, achieving at least €50,000 in revenue within the first six months of launching.

Today

1. Identify and write down 1-2 objectives
2. Write 4-5 key results underneath each objective

Post-Bootcamp Practice

Bi-weekly short check-in where your internal team will get together to discuss your OKR progress. You can practice check-ins in group sessions with your coaches.

In each meeting:

- Each member of the implementation team
 - provide a confidence score on how likely they feel they are making progress.
- Current state of key results
- What worked and didn't work well
- What's holding back the process and what can we improve
- Is this meeting our broader objective

Thanks for your attention!