# ACME Corporation

# Company Objectives

## Increase recurring revenues Progress: 50%

* Increase the share of monthly subscriptions vs one-time contracts sold to 85%
  + Progress: 75%
* Increase average subscription size to at least $295 per month
  + Progress: 50%
* Reduce churn to less than 1% monthly
  + Progress: 25%

## Improve internal employee engagement Progress: 61%

* Internal weekly satisfaction score of at least 4.8 points
  + Progress: 63%
* Implement weekly Fun Fridays all-hands meeting with an external speaker
  + Progress: 80%
* Start using OKR’s in all teams and departments
  + Progress: 40%

# Team Objectives

## Marketing Team

### Successfully implement the weekly newsletter Progress: 53%

* Finalize the content strategy, key messages and topic structure for next 6 months
  + Progress: 90%
* Grow subscriber base at least 5% per week
  + Progress: 30%
* Increase the CTR% to above industry average 3.5%
  + Progress: 40%

### Activate user-testing Progress: 52%

* Conduct at least 4 face to face testing sessions per month
  + Progress: 100%
* Receive at least 15 video interviews from Usertesting.com
  + Progress: 20%
* Make sure at least 80% of people interviewed are from core target group (Directors, VP’s, CEO’s, Division Managers) not random friends
  + Progress: 35%

# Personal Objectives

## John Smith, CFO

### Improve annual budgeting and business planning Progress: 45%

* Receive business line budget proposals before Sept 1st
  + Progress: 45 %
* Conduct a daily planning session with each division manager before their proposals
  + Progress: 75 %
* Have each business line manager start using our online dashboards
  + Progress: 60 %
* Close the final budget by November 30th
  + Progress: 0 %

## Sarah Stone, Product Manager

### Implement new 360-degree product planning process Progress: 64%

* Divide exact clear roles between sales, marketing, design and development
  + Progress: 90%
* Integrate user testing into planning phase
  + Progress: 25%
* Integrate user testing into testing phase
  + Progress: 65%
* Decide on input methods from design and development back into product management
  + Progress: 75%