

# 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%

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## 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%
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## 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%