



Strategic Business Planning and Objectives and Key Results (OKRs) Glossary of Terms and Definitions

Strategy: A high-level plan to achieve one or more goals under conditions of uncertainty. Usually involves:

- Set Goals
- Determine actions to achieve goals and assign accountability
- Mobilize resources to execute the actions

Objectives and Key Results:

Resolution of our issues or opportunities might involve the accomplishment of one or more objectives. Objectives should also be accompanied by the key results that will let us know when the objective has been accomplished. I.e.

Objective or Goal: Describes where you want to go or what it is you intend to accomplish.

Key Results: How do we measure the achievement of our objective/goal.

- Can be a milestone e.g. complete or incomplete, event, etc.
- Can be a metric and therefore must be quantifiable in terms of a number such as dollars, %, units, etc.

Tactics and Tasks – Strategic Next Actions (SNAs)

Tactics are a conceptual action aiming at the achievement of a goal. Tactics are implemented as one or more specific tasks.

Tasks are actions or activities needed to execute the tactic and produce the key results.

Strategic Next Actions (SNAs) is an action that is not dependent on the completion of another action or in need of additional resources to be executed. In other words, it is *the next physically doable action with no dependencies*. SNAs have the following characteristics:

- Relates to one of the desired outcomes or key results
- Has no dependencies
- Starts with a verb
- Is specific and measurable

Whenever possible start the description of the task with a call to action verb. E.g. schedule meeting, call Mr. Smith, review xyz, research blog, etc.