



OKRs for Product Teams

Lagging and Leading Indicators for Product Teams

Lagging and leading indicators

Lagging and leading indicators are essential in measuring the success of a product team, with lagging indicators reflecting past performance such as revenue and customer complaints and leading indicators forecasting future performance through metrics like website visitors and new leads. To create a strong OKR, product teams should aim to incorporate both types of indicators.



Main Takeaways

- Lagging indicators measure past performance
- Leading indicators measure future performance
- A good OKR should have a mix of both lagging and leading indicators
- Product teams should strive to incorporate both types of indicators for a strong OKR

