



# OKRs for Product Teams

How OKRs and Product Roadmaps Inform Each Other

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OKRs and product roadmaps are two valuable tools that support organizations in aligning their product vision and goals with their desired outcomes. Product roadmaps provide the overall vision and strategy, while OKRs provide specific, measurable, and time-bound objectives that support the roadmap strategy. OKRs help prioritize and measure the success of product roadmap items.



### Main Takeaways

- OKRs and product roadmaps are complementary tools for aligning goals and strategies
- Product roadmaps provide the overall vision and strategy, while OKRs provide specific, measurable objectives
- Aligning product roadmaps with company strategy maximizes impact of product development efforts
- OKRs help prioritize and measure success of product roadmap items

