



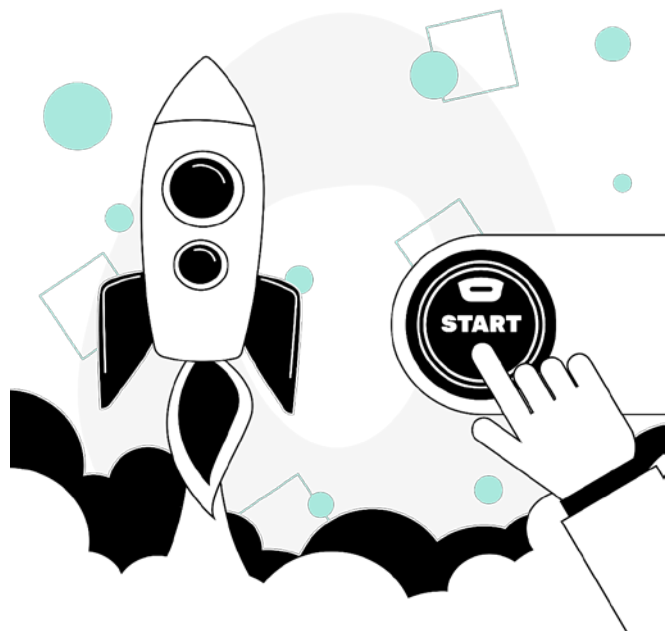
OKRs for Product Teams

How Product Teams can set OKRs

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OKRs align with company strategy to set clear goals and drive progress, while product roadmaps plan and communicate high-level product strategy.

Cross-functional workshops, regular communication and updating of both OKRs and roadmaps ensure alignment with the overall product vision.



Main Takeaways

- a. OKRs and product roadmaps serve different purposes.
 - OKRs: set clear, measurable goals and track progress
 - Product roadmaps: plan and communicate high level strategy and direction
- b. Teams should:
 - Set specific, measurable goals with OKRs that support product roadmap
 - Track progress regularly
 - Align OKRs across teams through communication and collaboration
 - Regularly review and update to ensure alignment with company strategy

