



Head of Product

Goals

As measured by

Make our customers love our product

1. Increase daily active users by 3%
2. Increase weekly active users by 5%
3. Increase monthly active users by 15%
4. Ship top 5 customer requests by March 20

Ensure our long-term success through improved planning

1. Create a use-case messaging document with Marketing by November 5
2. Present refreshed vision and roadmap to executive team by November 20
3. Implement new prioritization and new feature process for all Q4 products by end of Q4

Betterworks Can Help Your Business Create a Goals Process That Drives Results

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Adopting OKRs for goal creation ensures employees in every department and function are aligned and working toward the organization's top priorities.

Every organization is unique and there is no one-size-fits-all approach to Continuous Performance Management. You want to understand all the learnings and best

practices, and then use them to craft the unique program that best fits your organization's culture and business needs.

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Product Manager

Goals

As measured by

Make our product a daily habit

1. Interview 50 customers or users to get feedback by end of October
2. Launch 10 A/B tests on mobile application to drive engagement by first week of October
3. 5 customers complete new Pendo onboarding experience with educational content and social features by middle of Q4
4. Increase daily engagement with the product by 3%

Create stickiness with new third-party integrations on December 15

1. Get trained on partner's product by October 15
2. Receive VP Product approval on scoped requirements from partners and key business stakeholders such as Business Development, Sales and engineering by November 20
3. Rollout outline approved by Head of Services by December 1
4. 8 customers with active integrations by December 15

Delight our premium subscribers

1. Interview 5 premium subscribers by October 4
2. Finalize feature requirements with Head of Product and deliver requirements to Design and Development by October 12
3. Ship 3 premium subscribers features by November 10
4. Increase premium subscription signups by 2%

Increase cross-functional transparency into product KPIs by Q4

1. Hold 3 monthly meetings with key stakeholders from Marketing, Engineering, and Sales on product KPIs
2. Develop a product KPI dashboard partnering with Analytics team
3. Ensure that 100% of Q3 product features have robust success metrics associated with them
4. Confirm the lifetime value of the average product user vs. the average premium subscriber

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Product Designer

Goals

As measured by

Drive daily active usage with design refresh by end of March

1. Participate in 5 user interviews with User Researcher by January 10
2. Create and present 5 prototypes to Head of Design by March 5
3. Deliver visual designs to product and engineering by March 15
4. 80% internal survey completion for new design feedback by March 25

Earn promotion to Design Manager by improving prototyping, management, and thought leadership by end of March

1. Implement and run a revamped new-hire onboarding process as measured by onboarding 2 team members by January 20
2. Create 2 March sprint prototypes using Form by February 15
3. Attend MAP training session on February 18
4. Chronicle the design process for new mobile web browser in a blog post by February 22
5. Receive verbal promotion by March 10

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Technical Writer

Goals

As measured by

Make our customers' lives easy with a restructured customer support portal

1. Eliminate redundant documentation by May 20
2. Publish condensed and refined FAQs with the help of Customer Support by June 15
3. Receive approval from VP of Design on documentation formatting and style guide by June 30

Ensure Fall 2019 release is a smash hit with new content and documentation

1. Meet with PMs and key stakeholders to understand new features and use cases by May 25
2. Write 3 drafts of comprehensive Fall release guide by end of June
3. Get final approval on release guide from stakeholders by July 5
4. Send release notes to user base via email one month before product launch date on July 15

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