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(i) visitor-to-lead
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and (ii) percentage

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—Gordon Moore,
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The definition of
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setting tool used by
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individuals to set
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Ideas are easy.

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Execution is

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everything. It takes
a team to win.

Objectives and key
results (OKRs) help

to create clarity,
focus,

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A metric is a means to measure performance or progress. Just as apples and oranges are types of fruit, KPIs and OKRs are types of metrics. Just as apples and oranges are types of fruit, KPIs and

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of his or any era")
drove the best-run
company Doerr
had ever seen.

Later, as a venture
capitalist, Doerr
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brainchild with
more than fifty
companies.

Wherever the
process was
faithfully practiced,
it worked. In this

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goal-setting
system, objectives
define what we
seek to achieve;
key results are how
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1999, John Doerr met with the founders of a start-up he'd just given \$11.8 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business

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effort, and drive
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forward. Key
results are used to
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business, everyone
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can see the first
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bounce of the ball.

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is to take advantage of that uncertainty: for it is only in situations of uncertainty that significant gains can be made. Putting it another way, successful entrepreneurs know how to turn risk into opportunity. The book is essential

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