

## Objectives

Create a new Objective

### Objectives summary

2 on track

1 at risk

3 behind

Export as CSV

Copy Link

Search for keyword

Showing 4 of 4 objectives

Expand All

Collapse All

A-Z

Company-wide

Optimize marketing spend to drive superior ROI

20 days

63%

Follow

Company-wide

Accelerate recurring revenue growth

11 days

89%

Following

RevOrg

Drive Sales and Marketing Alignment

40 days

90%

Follow

Company-wide

Optimize marketing spend to drive superior ROI

60 days

50%

Follow

# Spotlight: Objectives

Objectives help you map your goals and measure progress over time.

Employees can create individual, department, and company-wide Objectives. Managing Objectives in 15Five aligns everyone around the organization's highest leverage activities, all in one place.

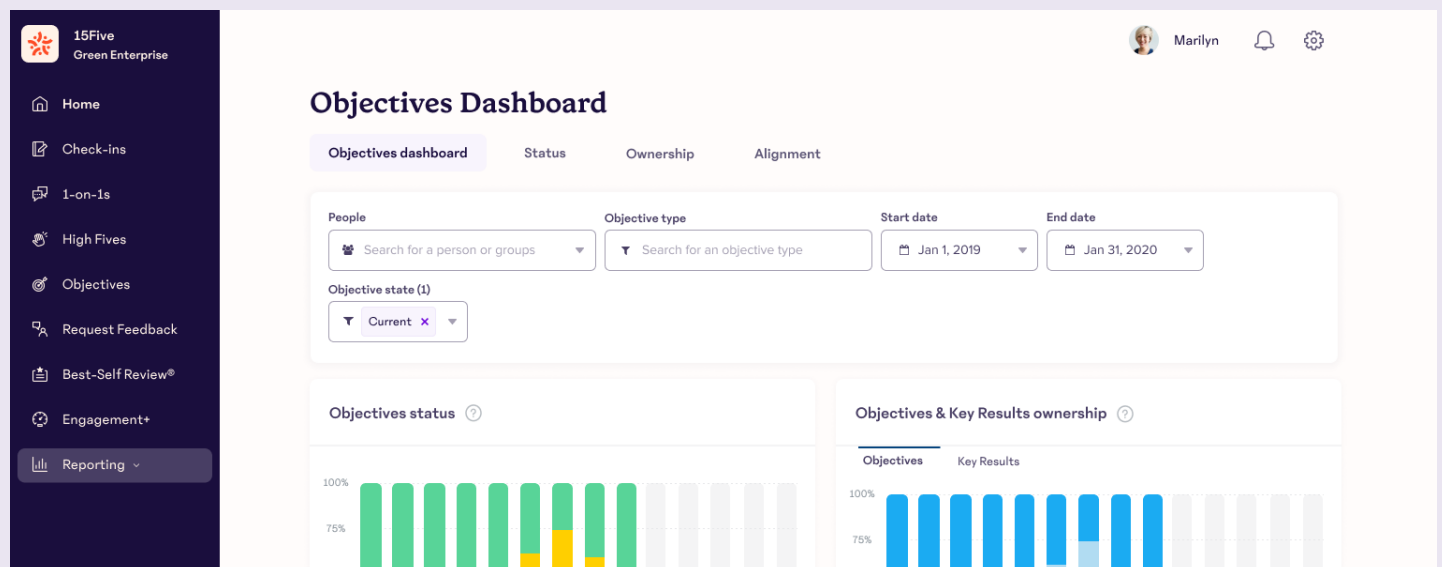
## Research-Backed Pro Tip:

Would you believe that monitoring your goals is just as crucial to achievement as setting them? Research shows that your ability to see the distance from the goal makes the difference, so monitoring goal progress is a necessary component for achievement.

# What are Objectives in 15Five?

In 15Five, Objectives and goals are one and the same, so when we refer to objective-setting, our definition includes what many people refer to as goal setting. Research shows again and again that goals are extremely effective in increasing performance and engagement.

Longer-term (quarterly) goals are well suited for Objectives. This is different from our "Priorities" feature, which allows you to set week-to-week priorities (which in many cases can link to your longer term Objectives).



# What are Objectives in 15Five?

Administrators can enable Aligned Objectives, which allows anyone to link their Objective to a parent Objective. Research shows that employees who “strongly agree that they can link their goals to the organization’s goal are 3.5x more likely to be engaged.”

Key Results reflect the measurable progress of an Objective. Key Results can be measured by percentage, dollar amount, numerical value, or complete/not complete.

## How to use Objectives

Objectives can be created by anyone using 15Five. The ability to create Objectives at a company or group type level can be limited by your 15Five Administrator. You will only be able to create an Objective for yourself and/ or the people you manage. Objectives can be created, cloned, edited, and aligned from the ‘Objectives’ tab of your 15Five account. To create an Objective, select the Objectives tab in your top navigation in 15Five. From there, select the orange button.

## Who can see my Objectives?

Visibility differs depending on the Objective. Visibility permissions are set at the time of creation. Objectives can be made private, or set to 15Five permissions, but this option must be enabled by an administrator.

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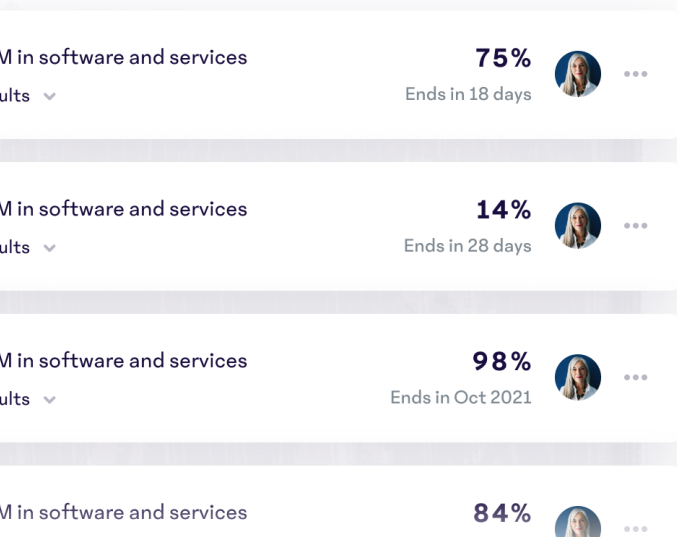
11 days

89%

Following



atives?



## Closing an Objective

Once you reach your Objective end date, you will need to close your Objective. Navigate to your Objective Details page. Select the gear icon in the top right to 'Mark as complete'. You will then be prompted to rate and reflect on the performance of your Objective.

### TIP:

The Objectives feature is modeled after the OKR methodology, popularized by Google. To learn more, read this [article](#) or visit the [Objectives collection](#) in our [Success Center](#).

For more on the research behind the Objectives feature, [go here](#).

## Staying up to date

Employees will be asked to update the progress of their Objectives in each 15Five. Update the status (green, yellow, or red) to indicate On Track, Behind, or At Risk. Expand your Key Results to mark any updates to those measurable outcomes and leave comments to add even more detail. Updates will go live after you submit your 15Five.

You can update your progress in real time from your Objectives Details page. This is your hub for all things related to your Objectives and Key Results. You can get to this view by clicking on the title of your Objective anywhere it appears in 15Five.

An overview of current Objectives will live in your 'Home' tab, under 'My profile'. Objectives will be listed below your to-dos and will remain in this section of 15Five until they have been completed or the end date has passed.

Way to go on closing this objective!  
"Increase top of funnel growth"

Rate the performance of this objective

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Unsuccessful Successful

Reflect on this objective

We made great progress this quarter

Skip Post assessment

