

General Manager

OBJECTIVE Make \$ for Owners
KEY RESULTS 1. Win Super Bowl 2. Fill home stands to 90%+

Head Coach

OBJECTIVE Win Super Bowl
KEY RESULTS 1. Passing attack amasses 300+ yards per game. 2. Defense allows fewer than 17 points per game. 3. Special teams unit ranks in top 3 in punt return coverage.

Offensive Coach

OBJECTIVE Generate 300-yards-per-game passing attack.
KEY RESULTS 1. Achieve 65% pass completion rate. 2. Cut interceptions to fewer than 1 per game. 3. Hire new quarterbacks coach.

Defensive Coach

OBJECTIVE Give up fewer than 17 points a game.
KEY RESULTS 1. Allow fewer than 100 rushing yards per game. 2. Increase number of sacks to 3+ per game. 3. Develop a Pro Bowl cornerback.

Special Teams Coach

OBJECTIVE Improve to top 3 ranking for punt coverage team.
KEY RESULTS 1. Allow fewer than 10 yards per punt return. 2. Block 4+ punts over the season.

SVP of Marketing

OBJECTIVE Fill home stands to 90% capacity
KEY RESULTS 1. Upgrade team branding. 2. Improve media coverage. 3. Revitalize in-stadium promotion program.

Marketing Director

OBJECTIVE Upgrade team branding
KEY RESULTS 1. Target two colorful players for new marketing campaign. 2. Create a more compelling team slogan.

Publicist

OBJECTIVE Improve media coverage
KEY RESULTS 1. Arrange for players to attend two charity events per season. 2. Invite 20 sports reporters to meet and greet. 3. Share photos of events on social media.

Merchandise Manager

OBJECTIVE Revitalize our in-stadium promotion program
KEY RESULTS 1. Contact 10 souvenir companies. 2. Price out 5 options. 3. Present 3 ideas for stadium giveaways by August 1.

OKR Chart 3—OKRs for the Organization