

The 90-Day OKR Rollout Playbook

One quarter, run deliberately, is enough to move from "we should probably do OKRs" to a working, embedded framework. Three phases of roughly thirty days each. Built on the deployment approach in Ben Lamorte's *OKRs Field Book*: start small, coach the cadence, treat the first cycle as a learning cycle.

01

DAYS 1 - 30 · CRAWL

Set the Foundation

- **Answer "why now"** before writing a single objective.
- **Pick one pilot team.** Do not roll out to everyone at once.
- **One objective, three key results** at most.
- **Outcomes, not tasks.** If it cannot move on a scale, it is not a key result yet.
- **Do not force individual OKRs.** Set them at team level first.
- **Name a Champion** for each key result.

02

DAYS 31 - 60 · WALK

Run the Cadence

- **Short weekly check-in.** Fifteen minutes. This is the engine.
- **Use the four-box** for each key result (see below).
- **Score confidence**, not just colour. Falling confidence is an early warning.
- **Coach, do not audit.** Talk about what moves the number.
- **Protect the slot.** Guard it like a client meeting.

03

DAYS 61 - 90 · RUN

Reflect and Reset

- **Score 0 to 1.** A committed result near 0.7 is healthy.
- **Reflect before you reset.** The number is a prompt, not a verdict.
- **Reset the next cycle** from what you learned.
- **Decide whether to scale.** A cycle that survives earns a second team.

THE WEEKLY FOUR-BOX CHECK-IN

1 · CURRENT VALUE

Where the key result stands today, on its own scale.

2 · CONFIDENCE

How likely the team is to land it, scored 1 to 10.

3 · BLOCKERS

What is standing in the way right now.

4 · NEXT STEPS

The one or two moves before the next check-in.

70% → 90%+

Team compliance on the core key result, inside one cycle

2 of 5

Staff sustaining 100% on that result by year end

1 cycle

For a developing issue to surface while there was time to act

From a UK supported living rollout run on this exact structure. The weekly cadence moved the numbers, not the launch workshop.

Framework: Ben Lamorte, *The OKRs Field Book* (Wiley, 2022); Niven & Lamorte, *Objectives and Key Results* (Wiley, 2016). Rollout structure and field data: HAP Consulting Ltd.