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Doerr became known as the “Johnny Appleseed” of OKRs due to his efforts to spread their magic. His book, Measure What Matters, laid out the management frameworks that are OKRs.

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“Measure What Matters will transform your approach to setting goals for yourself and your organization.

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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

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of fruit, KPIs and OKRs are types of metrics. Although metrics are usually numbers, they don't have to be.

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#1 New York Times Bestseller  
Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In

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