

Success Statements to Objectives

- Work individually. Write two success statement for a product you are currently working on
 - Refer back to your problem statement
- Convert your success statements to Objectives by adding measures and dates
 - Check your statements against the SMART model (Specific, Measurable, Achievable, Relevant, Time-boxed)

If we are successful, by	Enter a target date
users will experience	Enter units (i.e. transactions, time, dollars)
of business value in the form of	Enter business impact (i.e. time savings, cost savings, improved accuracy)

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Success Statements to Objectives with Key Results

- Refer to your Success Statements from Day 1
- Add a Key Result that is a leading indicator of how well you are meeting the target.

If we are successful, by	Enter a target date	Key Result
users will experience	Enter units (i.e. transactions, time, dollars)	
of business value in the form of	Enter business impact (i.e. time savings, cost savings, improved accuracy)	

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