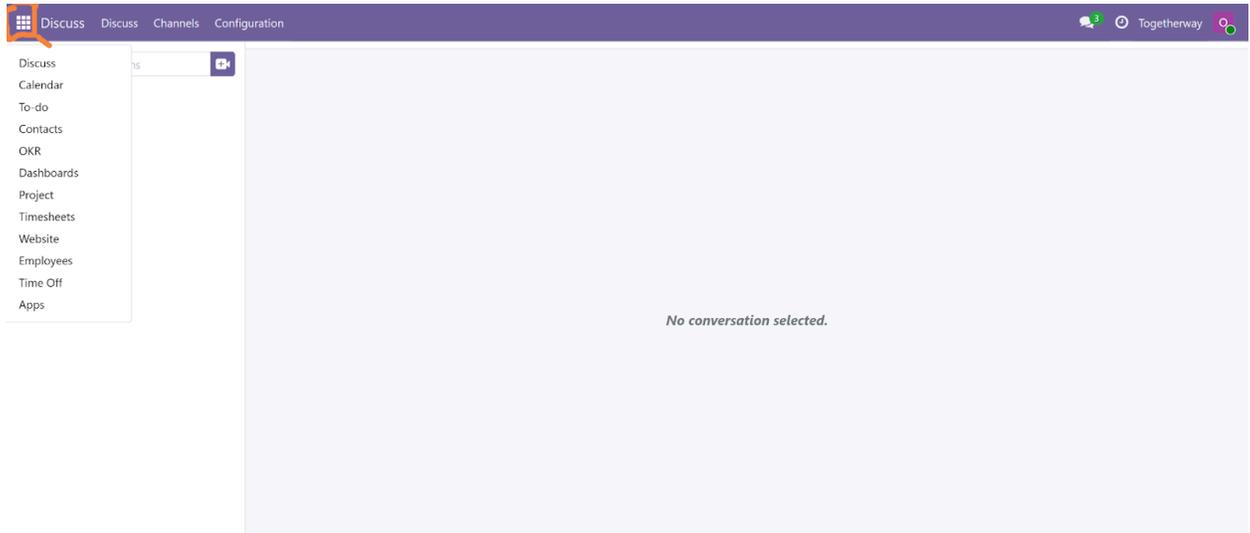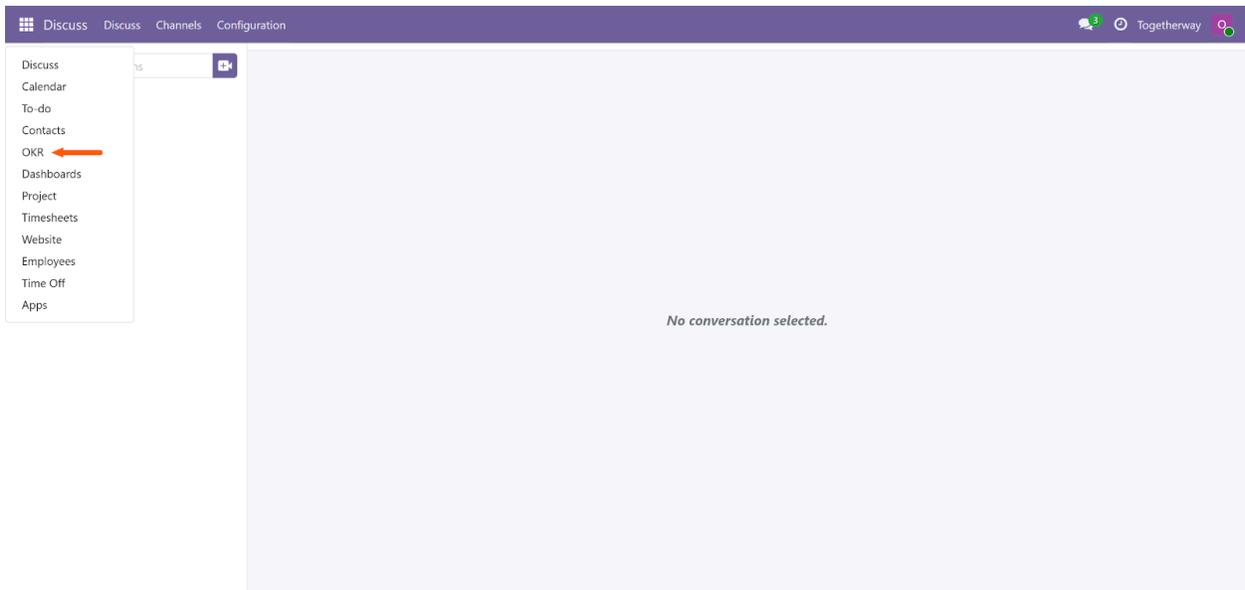# 5. Creating an Objective

Step 1: Navigate to OKRs

1. **From the dashboard, click the Home menu icon (☰)**

2. **Select OKRs from the menu**
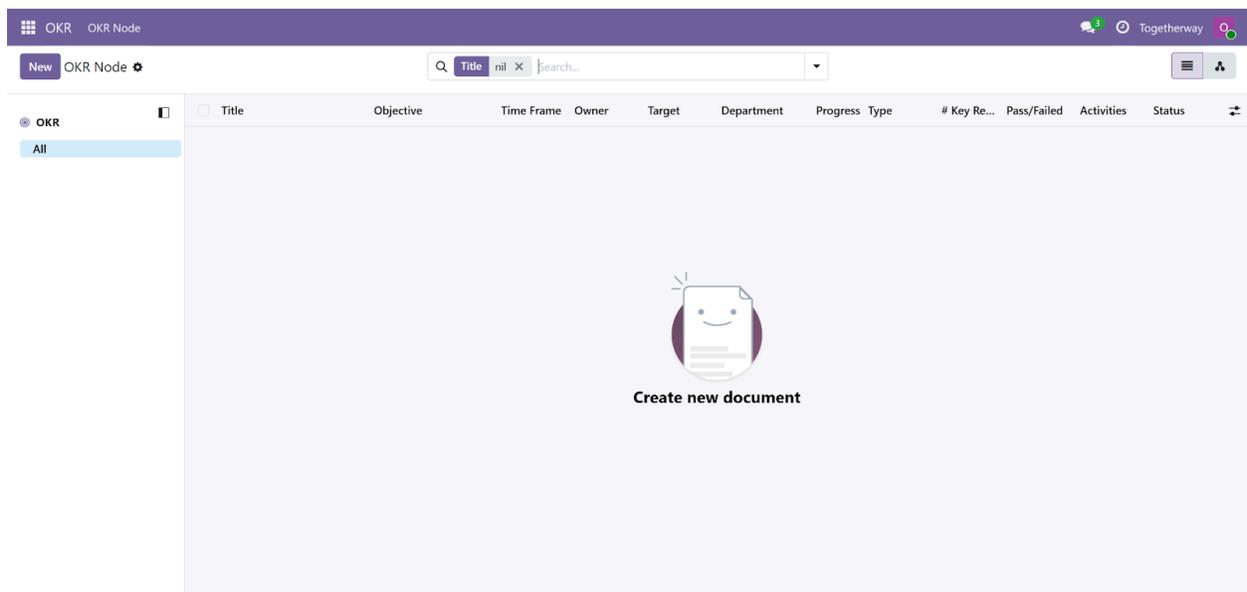3. **On the OKRs page, click Create Objective.**

Step 2: View the OKR Dashboard

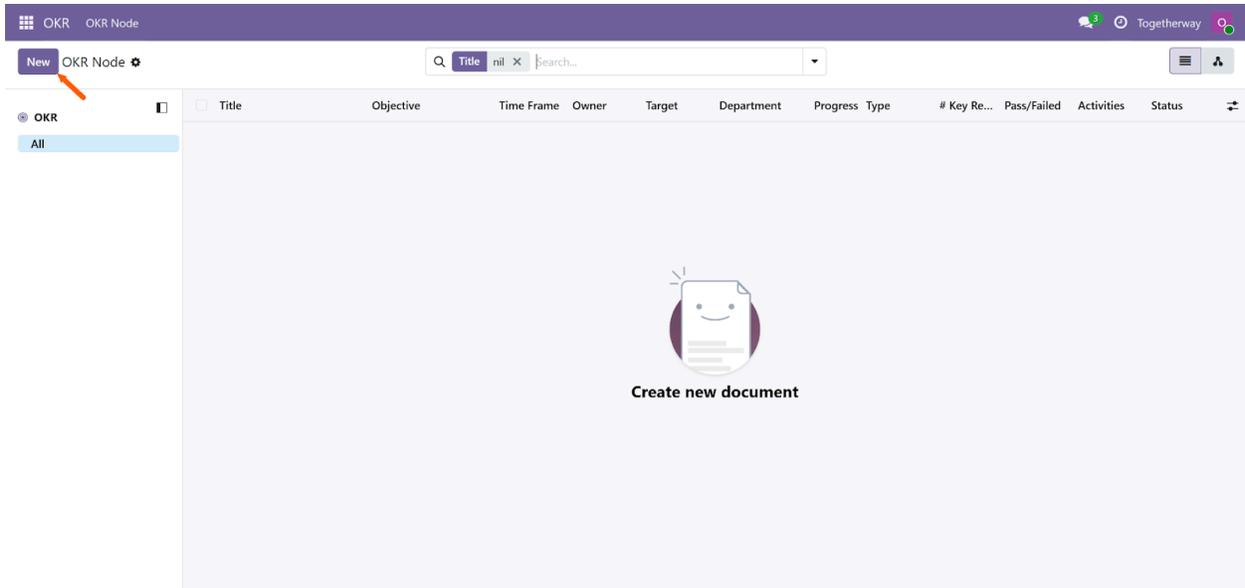**After selecting OKRs, you will see the OKR dashboard displaying:**

- **Company OKRs**

- **Existing team or departmental OKRs**

- **OKR cycles and statuses**

This dashboard provides an overview of all OKRs across the organization.

Step 3: Create a New Objective

1. **On the OKR dashboard, click New.**
2. **This opens the Create Objective page where you can define your OKR by department or team.**

Step 4: Define the Objective

On the Create Objective page, complete the following fields:

1. **Year**
   - **The year is pre-selected by default.**
2. **Quarter**
   - **The current quarter is pre-selected by default.**
   - **You may change the quarter to Q1, Q2, Q3, or Q4 if needed.**

3. **Objective Title (Required)**
   - **Enter a clear, outcome-focused title that describes what you want to achieve.**
4. **Objective Description (Optional)**
   - **Add a short description to provide additional context where necessary.**

5. **Target Type (Required)**

   - **Select Department as the target.**
   - **Department's Objectives are targeted to department.**

6. **Select Relevant Company Key Result (Required)**

   - **Select the company Key Result that your objective contributes to.**

   - **Click Search more to view all available company Key Results.**

- **From the list, choose the Key Result that best aligns with your objective.**

7. Department (Required)

- **Select the department responsible for the objective (e.g., Growth, Engineering, Product).**

- **Once a department is selected, the Objective Owner will automatically populate based on the selected department.**

Example Objective Title:

Improve organic visibility and user engagement across priority brands.