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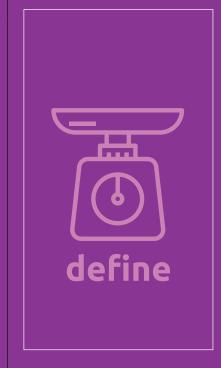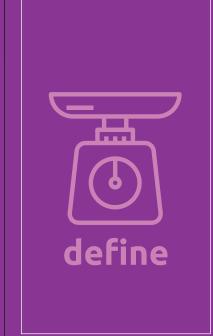
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How will this key result show us that we are heading towards our objective?	What obstacles are there to using this measurement?	What else could we measure?	What are we measuring? Growth? Performance? Revenue? Engagement?	What positive impact does this key result have on our end customer?
What do our stakeholders expect us to measure? Is this in line with their expectations?	What is the tangible benefit of using this key result?			

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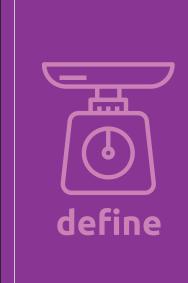define

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What is the baseline from which you will be measuring?	How much? How many? Have you expressed the key result using a number, percentage, or amount?	Are you trying to achieve a positive target metric (where more is better)?	Are you trying to achieve a negative target metric (where less is better)?	Are you trying to achieve a threshold target metric (a range between a minimum and maximum)?
What area, location, region, platform, etc. is this related to?	Is there an existing metric? How can we change the measurement to say "from X to Y"?	What are we measuring this against? Last month, same month last year, average monthly sales, etc.?	Is there a time quality to the key result? How can you incorporate hours, days, weeks, quarters, biannual, annual, etc.?	What is the deadline? Is there a specific date or event? When will we measure if we have achieved it?

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Who do we need to speak to about the key result?

What resources e.g. technology, office space, etc. do we need to be able to start?

What are the prerequisites? What can we do to speed them up?

What is the first thing we can do as we leave the room?

Do a quick budget calculation. What budget do we need to achieve this key result?

Where will we source the data from?

What is the most important thing to do first?