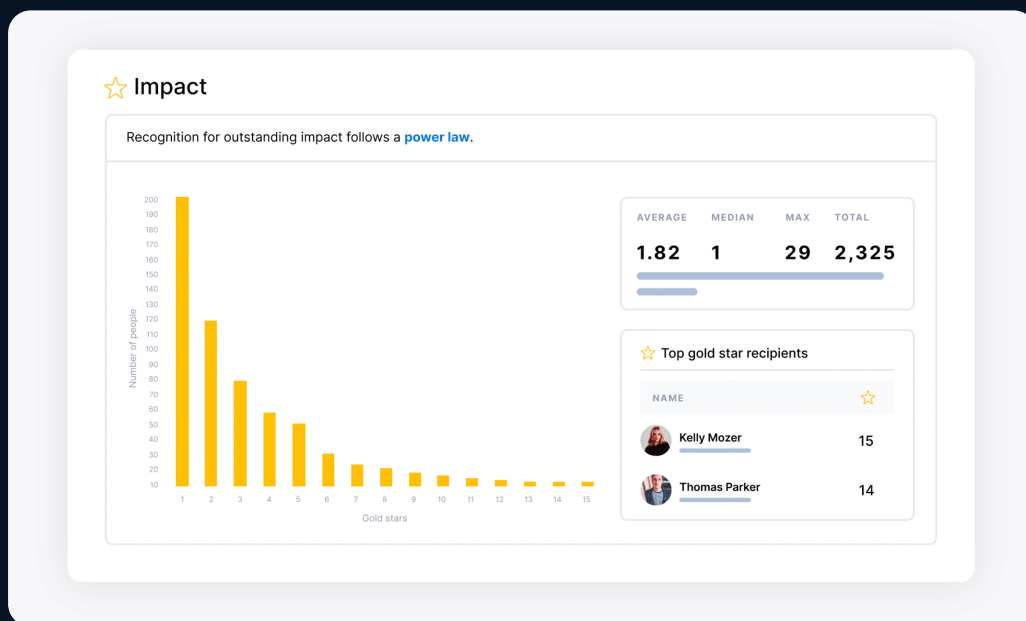


PRODUCT UPDATE · IMPROVEMENT

More control over your strategic objectives

15 July 2026



More control over your strategic objectives

Strategic objectives work best when they are easy to manage and easy for the right people to find. This update gives admins more control over objectives, while making filtered views easier to return to and share.

Strategic objectives and administration

Teams can use objectives to connect day-to-day work with broader company priorities. Objective administrators can manage objectives and OKR configuration for their organization, so access does not have to sit with a single system administrator.

With the introduction of a new, dedicated "Strategic objectives" feature, it is now possible for administrators who have this feature enabled to define any number of strategic objective types, along with which objective types can be parent of which other objective types. Administrators for each type can be defined as well.

Strategic objectives can be linked to personal objectives or kept separate, so if you'd like a full hierarchy from top level strategic objectives to bottom level individual ones you can do that.

In addition, we now support custom tags for your objectives which you can use for searching.

Shareable, bookmarkable views

When you apply filters, Confirm keeps that view in the URL. Bookmark it for later, or share the link with a teammate. The filters travel with the link, and everyone still sees only the data their permissions allow.

That makes it simpler to return to the same slice of objectives, people, or performance data without rebuilding a filter each time.