

NORTH STAR METRIC

Metric name: _____

Current value: ____ Target: ____ Date: _____

Definition: _____

Input Metrics (Leading Indicators)

Acquisition	Engagement	Retention
Metric: _____	Metric: _____	Metric: _____
Current: ____ Target: ____	Current: ____ Target: ____	Current: ____ Target: ____
Metric: _____	Metric: _____	Metric: _____
Current: ____ Target: ____	Current: ____ Target: ____	Current: ____ Target: ____

Guard Rails — these must NOT worsen:

Metric	Threshold	Owner