Our goal is "**Help advisors help more people.**" What are our **north star metrics**?

North stars are the **few outcomes** you would still care about six months from now. Write 1-3 metrics that would prove we moved the goal.

1

2

3

What are **leading indicators** that show progress towards the north star(s)?

Leading indicators move **before** the north star moves. They are what you can monitor week-to-week.

1 | 1

2 | 2

3 | 3

Turn your feature into a testable hypothesis.

TEMPLATE

We believe that ***{{building XYZ}}*** for ***{{user segment}}***, addresses their ***{{user need}}*** and will achieve ***{{business outcome}}***.

And we will know we are on the right track when we measure ***{{leading indicator of success}}***.

Tip: If you cannot name the indicator, you are not ready to ship the feature.

Write one hypothesis. Keep it specific.

Building (what are we shipping?)

User segment (who is this for?)

User need (what problem are we solving?)

Business outcome (why do we care?)

Leading indicator of success (how will we know we're on track?)

Write one hypothesis. Keep it specific.

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Leading indicator of success (how will we know we're on track?)

We're launching feature:

How will we know our feature is driving the relevant **leading indicators** of success?

Leading indicator	How we'll measure it	Baseline / target	Review cadence

Reminder: If you cannot measure it, either instrument it or pick a different indicator.