Metrics Worksheet

Instructions: This worksheet helps you cut through noisy data and focus on the few metrics that truly drive growth. It guides you to define your North Star Metric (NSM), map your Key Drivers, find your Rate Limiting Step, and choose a small set of Nuance Metrics for context.

Step 1: Your North Star Metric (NSM)

💡 *Your North Star Metric is the single metric that best captures how your business delivers value to customers in a way that leads to sustainable, compounding growth.*

✔ What moment proves your customer is getting value?
✔ If this metric increases, will revenue follow?
✔ Can the whole team influence this metric?

📌 **Example (Meal Kit Service): Weekly Active Subscribers (WAS)**

These are customers who receive at least one meal box per week. This metric reflects activation, retention, and satisfaction. More weekly subscribers = more predictable revenue and referrals.

✍️ **Your North Star Metric:**

North Star Metric:
Reasoning:
Current Current / Target Value:

Step 2: Key Drivers That Grow Your NSM

💡 *Tier 2 metrics that influence your North Star. Pulling these levers should push your NSM up.*

📌 **Examples (Meal Kit Service):**

Key Driver	Current Value	Target Value	Comments / Ideas to Improve
1. Website-to-Signup Conversion Rate	3.2%	5%	Improve landing page clarity + value props
2. First Box Satisfaction (NPS Score)	7.1	8.5	Improve ingredient freshness + box surprises
3. Reorder Rate After First Box (%)	40%	60%	Add follow-up email nudges + discount incentives

✍️ **Your Key Drivers:**

Key Driver	Current Value	Target Value	Comments / Ideas to Improve
1.			
2.			
3.			

Step 3: Rate Limiting Step (Your Bottleneck)

💡 *The one key driver currently holding back your growth. Fixing this unblocks everything else.*

📌 **Example (Meal Kit Service): Reorder Rate After First Box (currently 40%)**

Most customers are not reordering after their first box. No matter how many new users we get, growth stalls unless we improve this.

✍️ **Your Rate Limiting Step:**

Rate Limiting Step (Key Driver):

Reasoning: