



How-to Guide:

RUNNING

YOUR

NORTH STAR

WORKSHOP

You're ready to run your North Star workshop—woohoo! Before facilitating your workshop, we highly recommend reading our complete [North Star Playbook](#).



If you haven't, take some time to do so and then come back here ready to get your hands dirty (in a fun way!)

# Meet THE experts

A special thanks to the industry experts who shared their invaluable time, knowledge, and perspectives with us for this playbook.



## Abbie Kouzmanoff

Senior Director of Product,  
Amplitude



Abbie is a senior director of product at Amplitude, where she leads the analytics product team. She was previously a growth product manager at Dropbox focused on driving revenue for the self-serve business.



## John Cutler

Former Product Evangelist,  
Amplitude, and co-author of  
*The North Star Playbook*



John Cutler focuses on the messy overlaps and patterns of product—The Beautiful Mess (the title of his newsletter). Until recently, John supported product teams at Toast as Senior Director, Product Enablement. Prior to Toast, he was a product evangelist and coach at Amplitude where he interacted with diverse product teams and product leaders from around the world. There are few people in the world that have this kind of exposure, and if you follow John’s writing over the last couple years, you can see the influence of this perspective. He has a background in product management and UX research, including B2B SaaS companies like Zendesk, Pendo, and AppFolio, and before that B2C, ad-tech, banking, and media. John is a prolific (or some might say obsessive) writer, with almost a thousand posts spread across various newsletters, blogs, and Medium.



## Ibrahim Bashir

Vice President of Product Management,  
Amplitude, and Chief Creative Officer,  
[Run the Business](#)



Ibrahim Bashir has been building and shipping software for over 20 years. He is currently an executive at Amplitude, where he serves as the VP of product for the core analytics offering. Before that, he scaled Box’s platform ecosystem, Twitter’s service infrastructure, and Amazon’s Kindle business. And in past lives, he studied computer science, taught algorithms courses, wrote radiology software, built ecommerce platforms, and served as a technology consultant. Ibrahim is also a prolific creator of content around the discipline of product management and the craft of cross-functional leadership. You can consume his latest musings via his Substack newsletter, [Run the Business](#).



## Ted Clark

Senior Customer Success Architect,  
Amplitude



Ted is a Senior Customer Success Architect at Amplitude where he helps stakeholders establish the core principles, cultural mindset, and technical integrations required to transition to a product-led growth organization. Ted has over 20 years experience developing digital insights and customer stories to activate data-driven decision making.



## GETTING STARTED

# Running a North Star workshop

In a focused, collaborative North Star workshop, colleagues from different parts of your organization will come together, participate in generative activities, and produce some pretty incredible results. With just a little preparation, you can run your own North Star workshop to kick off your North Star journey.

A North Star workshop doesn't need to be overly complex. We've run many successful workshops in just one to two hours. At the end of this workshop, your team will develop strong candidates for your own North Star Metric and inputs. Consider this phase one of your North Star journey.

In subsequent rounds, most teams conduct additional workshop sessions or meetings to:

- Gather perspectives from additional stakeholders
- Pull data and pressure test ideas from the initial workshop
- Precisely define their North Star Metric and inputs
- Strengthen the connection between their North Star and their strategy align the North Star to their existing development processes

All this to repeat what we said in the playbook: Your North Star Metric won't be baked and ready for primetime after just one workshop.

Whether you do this deeper work in additional collaborative workshop sessions or in smaller subteams, we suggest you start together in a focused workshop session.

**“A common misconception is thinking you’ll have a perfect North Star and everything you need after just one workshop. It can take a couple weeks—or months—to get it right.”**

**John Cutler**

Former Amplitude Product Evangelist,  
co-author of *The North Star Playbook*

# Get ready to run your workshop

## Typical agenda for two hour North Star workshop

Your agenda may vary depending on your participants and the number of hands-on activities you incorporate. However, most look something like this:

PART	TIME	ACTIVITY
1	15 min	<u>Opening discussion—reasons for the North Star</u>
2	15 min	<u>Identify the game your business is playing</u>
3	15 min	<u>What makes a good and bad North Star</u>
4	15 min	<u>Incorporate some abstract exercises</u>
5	15 min	<u>The North Star statement exercise</u>
6	15 min	<u>The structure of the North Star and inputs</u>
7	15 min	<u>Identify a North Star for another product</u>
8	30 min	<u>Draft your own North Star and converge</u>

## Suggested workshop participant guidelines

Though you want diverse representation, avoid including too many people in your initial North Star workshop. “If you’re a big organization and you bring in more than 15-20 people, it’s going to get hard and overwhelming,” John explains.

“That’s why it helps to do this work in smaller groups and rounds.”

Our guideline: Keep your group as small as possible, provided you include representation from each critical discipline in your company. Eventually, you will build a broader network of advocates, but for now, you’re selecting key contributors to help you get the North Star off the ground.

North Star workshops are most successful when your participants possess the following characteristics:

## A skilled facilitator

Your facilitator is one of the main—and most important—characters in your North Star cast. The team needs at least one unbiased facilitator for the workshop. The facilitator will set the agenda, lead discussions, and guide the team through activities. The best facilitators have at least some level of positional authority to help move things through end-to-end.

In addition to reading [The North Star Playbook](#), we also recommend that the facilitator complete the activities in this playbook themselves—perhaps with a trusted colleague—to prepare for the workshop.

## Familiarity with the framework

Have a baseline understanding of what a North Star Metric is before the workshop to help set participants' expectations. However, they don't need expertise in the North Star Framework. On the contrary, too much familiarity or getting in the weeds beforehand can actually trip some people up.

## Diverse expertise

A general participant's role is to surface various diverse perspectives from the customer journey and different aspects of the business. We recommend representation from these key functions: engineering, finance, design, product management, analytics, sales, marketing, and customer success. These participants should be key decision-makers and organizational influencers—and it helps if some participants are a bit more senior.

“Don't underestimate what some of the other departments can get out of the workshop—or bring to the table,” shared John. “See where the momentum is within your organization and get representatives from those teams.”

## Access to data and insights

Participants with key insights about customer needs and behavior, market data, and other qualitative and quantitative insights are vital. We also recommend including participants who frequently interact with your users and customers and can represent their points of view.

## A balance of messy and analytical thinkers

Left brained or right brained, lateral or linear, messy or analytical—however you want to call it, it's important to have a diverse set of thinkers in your workshop.

Lateral, messy thinkers will help the team bounce between ideas instead of going in a straight line of thinking between ideas and outcomes. Much of your workshop will involve putting words and phrases on sticky notes and abstractly brainstorming before converging on a measurement.

However, you also need highly analytical people in the room to drive the process forward, get practical, and challenge your messy thinkers to think about the measurement.

**“I've been a part of dozens of North Star workshops, and the thing I love most is that even if teams don't leave with the North Star defined, everyone leaves the meeting much more aligned—aligned in a way that they didn't even know they were misaligned before. It's almost like therapy.”**



**Ted Clark**

Senior Customer Success Architect  
Amplitude

# Opening Discussion

**Purpose:** Ground your team in a shared understanding of the North Star Framework.

We like to start a North Star workshop with a healthy discussion about why we're gathering, the problems we'd like to solve, and the changes we'd like to make.

Discussion prompts to pose during your opening discussion include:

- What would it look like if we had a greater sense of impact in our work?
- How well do we all clearly understand our product strategy? What prevents us from having clarity?
- What does it mean to be product-led?
- How is our investment in our product now connected to future business performance? What's the relationship between product work and our financial results?



# Identify the game your product plays

**Purpose:** Your company and product are likely playing one of three games. Understanding which one can help you identify your North Star.

Based on our research of products and analysis of over one trillion behavioral data points every month, Amplitude has categorized digital products into one of three possible games.

## Attention Game



How much time are your customers willing to spend in your product?

## Transaction Game



How many transactions do your customers make in your product?

## Productivity Game



How efficiently and effectively can someone get their work done?

At your workshop, you should discuss these games. The question for participants: Which game is our business playing?

Though you might think your work aligns to all of these, we've found that encouraging workshop participants to pick a single game is most fruitful.

For example, if you're playing the **productivity game**, your user chooses your product because they have a job to do. They want to do it efficiently and without errors. In fact, a measure of success might be that they're using your product less.



This is very different from the **attention game**, where time spent in the product is more likely to indicate satisfaction. You know you're successful when your user is absorbed in your product and using it more.

The **transaction game**, on the other hand, presents a different set of goals: Helping customers find the right product for their needs, enact transactions effortlessly, and track production and delivery.

“Defining the game you’re playing is usually the first point of contention of the workshop. But it clarifies the teams’ thinking and often changes the whole focus of the North Star,” Ted says.

If your team is uncertain which game your business is playing, ask yourselves which of these sets of statements most closely corresponds to your product or which of these products is most similar to yours.

	Statements	Example Products	Example North Star Metric
<b>Attention Game</b>	<ul style="list-style-type: none"> <li>• Our business benefits directly if customers spend more time with our product.</li> <li>• We want customers’ mindshare.</li> <li>• Customers use our product to read, watch, listen, and play.</li> </ul>	Facebook Netflix <a href="#">LeMonde</a>	<p><b>North Star Metric:</b> Regular Readers</p> <p><b>Definition:</b> Number of subscribers consuming more than seven articles per month.</p>
<b>Transaction Game</b>	<ul style="list-style-type: none"> <li>• Our business benefits directly if customers participate in the economy using our product.</li> <li>• We want customers’ wallets.</li> <li>• Payments and commerce are important to us.</li> <li>• Customers use our product to purchase, order, measure, transact, and track.</li> </ul>	Amazon <a href="#">Walmart</a> Progressive Insurance	<p><b>North Star Metric:</b> Full Carts</p> <p><b>Definition:</b> Number of monthly purchases that contain over a certain number of items.</p>
<b>Productivity Game</b>	<ul style="list-style-type: none"> <li>• Our business benefits directly if customers efficiently accomplish tasks using our product.</li> <li>• Efficiency and achievement are important to us.</li> <li>• Customers use our product to make, work, complete, configure, and build.</li> </ul>	Salesforce Adobe LexisNexis	<p><b>North Star Metric:</b> Actionable Searches</p> <p><b>Definition:</b> Percentage of searches that return results selected by users within the first five results.</p>

## Stay focused on value exchange

Your game should be tied to the specific event that creates value for your users. Let's say you run the app for a major sports league. Customers can consume free content in your app and buy different variations of a season pass for premium content, including broadcasts of games. You might initially think you're playing the transaction game because your user is purchasing a season pass. But a user could buy the pass, never see a single game, and stop their subscription. So that's not quite right. Instead, your product is playing the attention game. That's the value exchange.

# What makes a good and bad North Star

**Purpose:** Review the characteristics of a good North Star—and try to identify a bad one.

During your workshop, spend some time reviewing the North Star checklist and ask yourselves how it applies to your product. For example, discuss what it means for a metric to be aligned to your product vision or what a vanity metric might be at your organization or in your industry.

## North Star checklist

Want to know if you're on track to successfully implement the North Star Framework? Ask yourself the following questions about your North Star Metric:

- 1. Does it express customer value?
- 2. Does it represent your vision and strategy?
- 3. Is it a [leading indicator](#) of success?
- 4. Is it actionable?
- 5. Is it understandable to non-technical partners?
- 6. Is it measurable?
- 7. It's not a [vanity metric](#)?

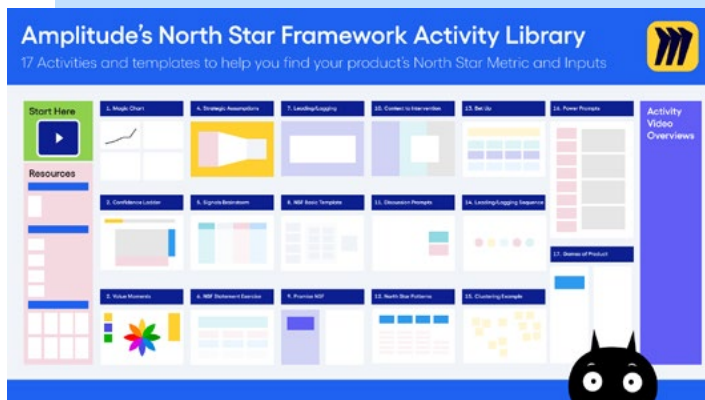
Spend a few minutes brainstorming what a terrible North Star would be for your company. These anti-examples free participants' thinking and can set helpful guardrails when you're defining your metric and inputs later on.

# Incorporate an abstract exercise

**Purpose:** Get participants' brains churning a bit differently to encourage free, organic, and lateral thinking.

This part is optional—but highly recommended. By this point in the workshop, participants' thoughts are already swirling and they're likely jumping ahead in the agenda to define your North Star in their minds. To mitigate their temptation to get too practical too soon or start thinking about measurements already, we recommend incorporating some abstract exercises. For example:

Our online [North Star Framework activity toolkit](#) features more than 15 different exercises, but we recommend picking the one or two that make the most sense to you and your team.



## Advanced North Star exercises

Are you curious? Not afraid of messy, lateral thinking? Our online toolkit has more than 15 hands-on exercises you can use during your North Star workshop, along with video tutorials. This toolkit is for experienced facilitators who understand that the journey to the North Star isn't a straight line and are eager to exercise their team's theoretical and intellectual muscles. [Check it out.](#)

# Here are a few of the exercises you'll find in our North Star Framework activity toolkit:

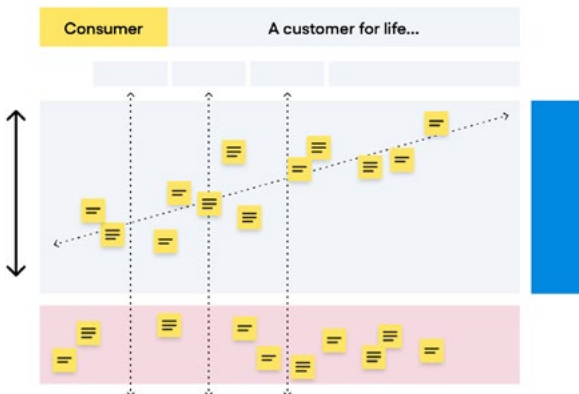
## Magic chart:

Prompts your team to brainstorm and categorize different types of metrics into buckets. This gets your team thinking about metrics outside the context of your North Star.



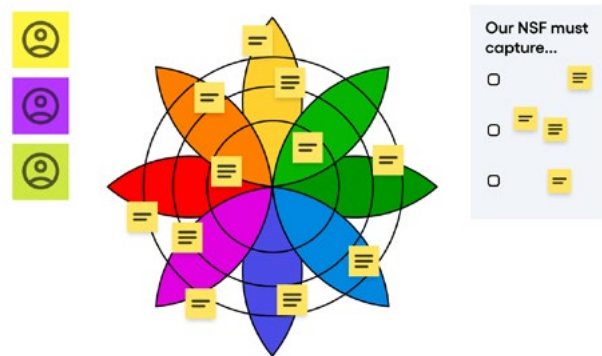
## Confidence ladder:

Your team creates a customer journey map based on their confidence that different product behaviors will drive loyalty. It's meant to challenge the team's thinking and isolate the parts of your customer journey that are North Star-like.



## Value moments:

Get your team thinking about different human emotions and what your customers feel as they interact with your product. And since the framework is a hypothesis around value creation, you want your North Star to take into account your customers' emotional signals.



Get a blank version of the exercises on this page in the [North Star Template Library](#)

# The North Star statement exercise

**Purpose:** Ensure that your team is able to qualitatively explain your North Star Framework before jumping straight to numbers and metrics.

Though one of the main goals of your workshop is to rally your team behind a strong North Star and its corresponding inputs, you don't want to jump to the numbers too early and lose sight of your overall purpose.

The North Star Framework statement exercise helps by focusing your team on ideas before metrics. One thing we've observed is that if someone can't explain the North Star Metric qualitatively, then they won't be able to explain it quantitatively.

The North Star statement worksheet on the following page helps your team think through your statement using a top-down approach, starting with the statement

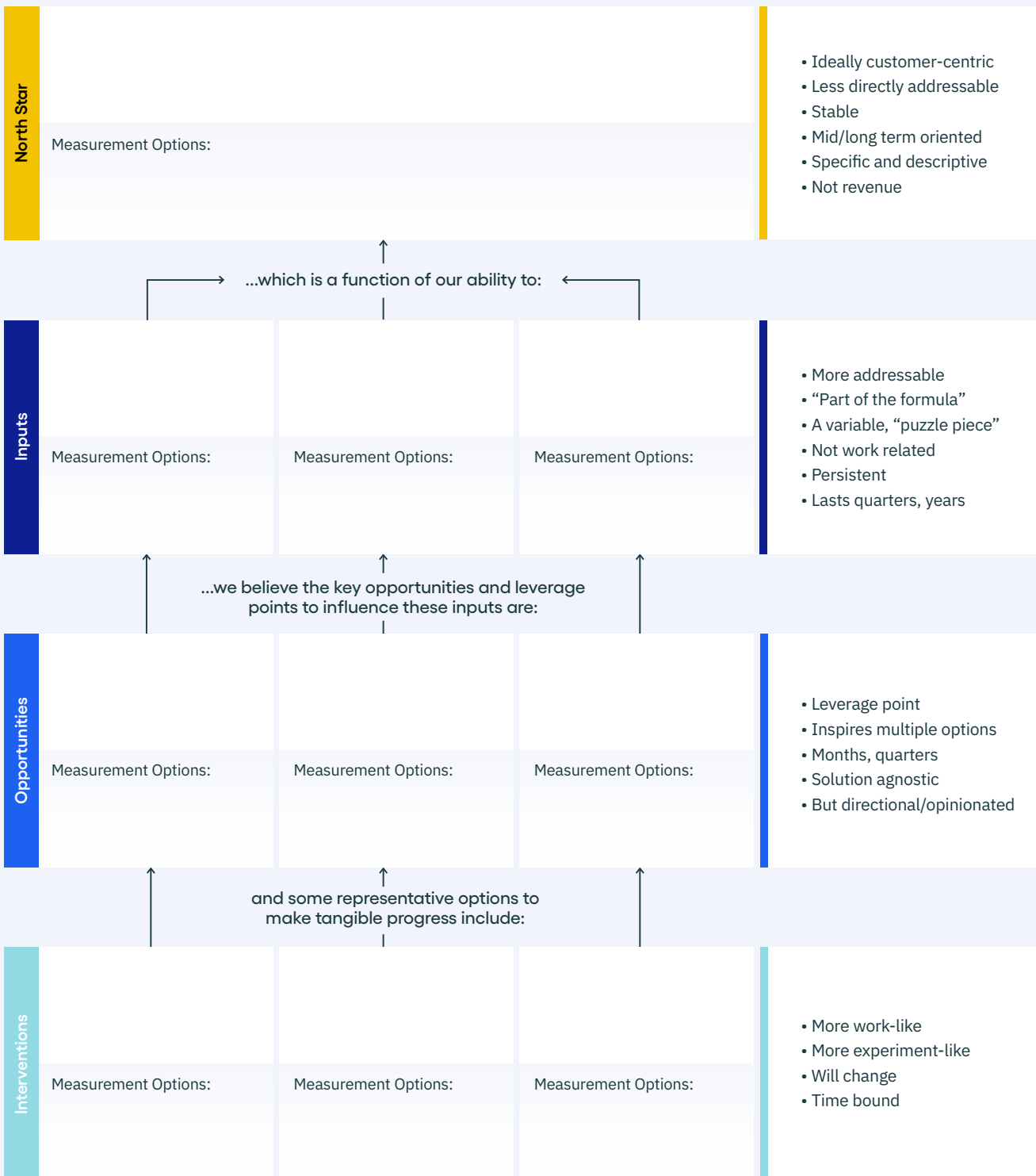
and functions and then working through more granular roadmap items. The important point is helping your team get clear on the statement before measurement options.

"We've done entire workshops just chipping away at this statement," John explains. "Because it's that important that people understand and get the words right before starting to focus on the numbers."

Following the blank worksheet is a completed example for a DIY project app will help your teams understand this concept before tackling it themselves.

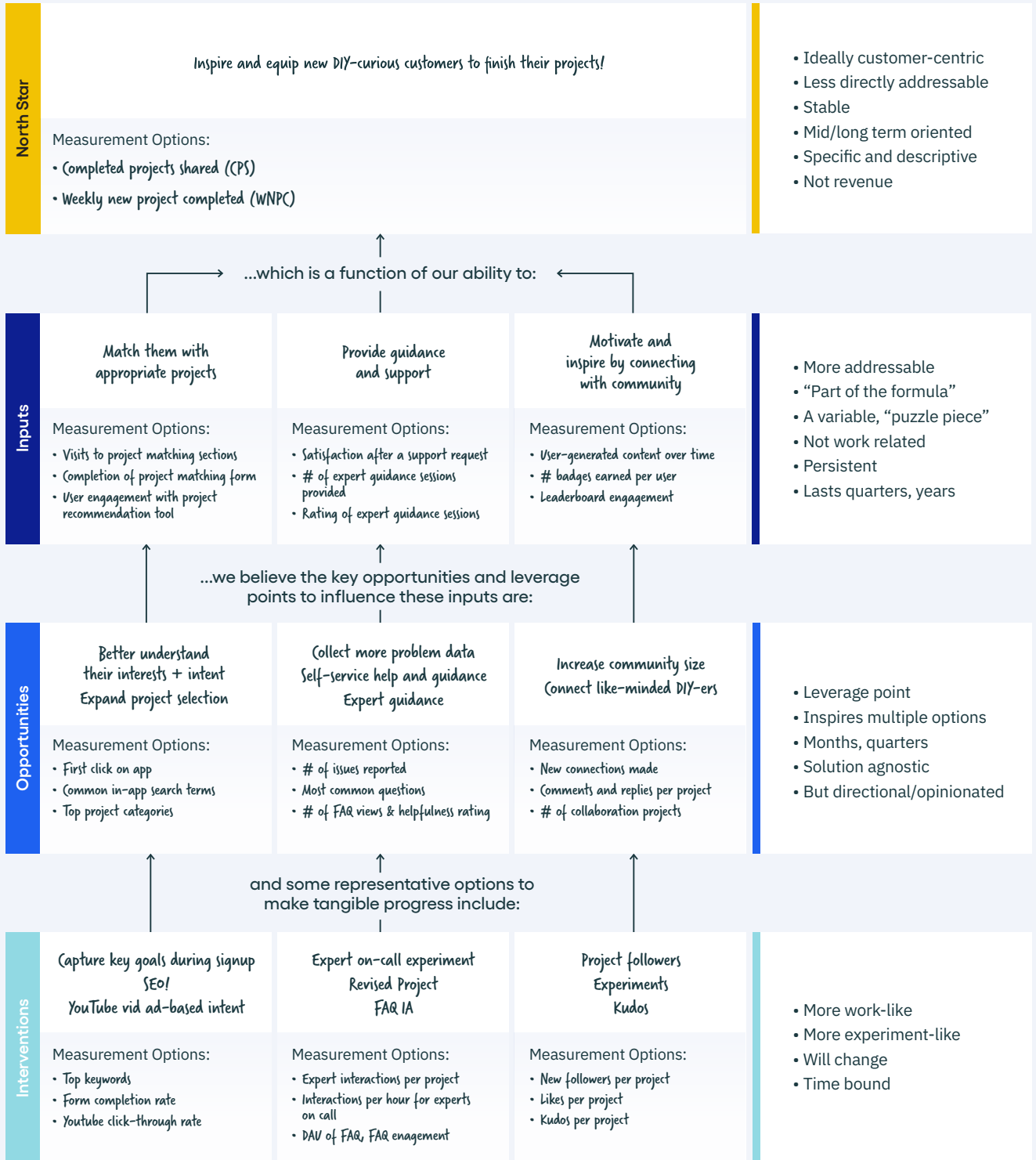
# The North Star statement exercise

Our path to medium-to long- term sustainable  
(and defensible or differentiated) growth is a function of our ability to:



# The North Star statement exercise

Our path to medium-to long- term sustainable (and defensible or differentiated) growth is a function of our ability to:





# The structure of the North Star and inputs

**Purpose:** Get your team thinking of your North Star Metric and its inputs as a type of formula or equation.

It's important that workshop participants understand the basic structure of the North Star Framework, including the metric and inputs. Initially, participants might focus on determining only a metric, when the relationship between the metric and the inputs is critical.

The inputs are the actionable factors that combine to drive your North Star Metric. Your inputs are the causes most likely to produce an effect.

## Think about your North Star as a formula

To determine your metric and inputs, think conceptually about your North Star as a formula or equation. As you do, consider the things your product team can truly influence.

The North Star Metric is a function of a handful of factors. How would you define those factors? Though this formulaic approach oversimplifies everything that makes a business succeed, it's a helpful metaphor for isolating the most important and actionable factors.

## A common input pattern: breadth, depth, frequency, and efficiency

One heuristic we've found helpful when teams are determining inputs is considering breadth, depth, frequency, and efficiency. The inputs to a North Star Metric often follow this pattern, which you can easily adapt to different contexts.

For example, a somewhat straightforward North Star Metric for a high-volume ecommerce business like [Instacart](#) is “total monthly items received on time by customers.” Using the breadth, depth, frequency, and efficiency heuristic, the inputs for this North Star Metric could be:

- **Breadth:** Number of customers placing orders each month
- **Depth:** Number of items within an order
- **Frequency:** Number of orders completed per customer each month
- **Efficiency:** Percentage of orders delivered on time

No matter your industry or the game your business is playing, you can often adapt *breadth*, *depth*, *frequency*, and *efficiency* to fit your product.



# Build a North Star for another product

**Purpose:** Warm up your team’s brainstorming muscles without the pressure of getting it right for your own product.

To free your thinking from constraints, we recommend that your team warm up by developing hypothetical examples of North Star Metrics for products they’re familiar with, like [OpenTable](#).

Share the following prompt and background information with your team. Then break into small groups and imagine they’re part of OpenTable’s product team.

<b>Prompt</b>	Many of us have used OpenTable to book reservations at a restaurant. Let’s think of a good North Star for OpenTable.
<b>Product background</b>	OpenTable enables people to discover restaurants, read reviews, and make online reservations.
<b>Business model</b>	<ul style="list-style-type: none"> <li>• Free for diners.</li> <li>• Restaurants pay a base platform subscription fee, and a per-reservation flat fee.</li> </ul>

Each group should:

- Identify the game OpenTable’s business is playing.
- Determine the product’s North Star Metric.
- Break down the North Star into key inputs that they can use as building blocks for a product growth model.

Use the blank worksheet to help teams work through this challenge. You also can show teams a completed worksheet for another product, like the example below for Spotify.

At the end of the exercise, everyone should share their worksheets and discuss why they chose the metric and inputs for this other product. Keep the completed OpenTable worksheet example we’ve included below handy as a cheat sheet if teams have any trouble.

# North Star Framework worksheet

Team name

## Input metrics

Breadth - *How many users are engaging?*

Depth - *What level of engagement are they reaching?*

Frequency - *How often does each user engage?*

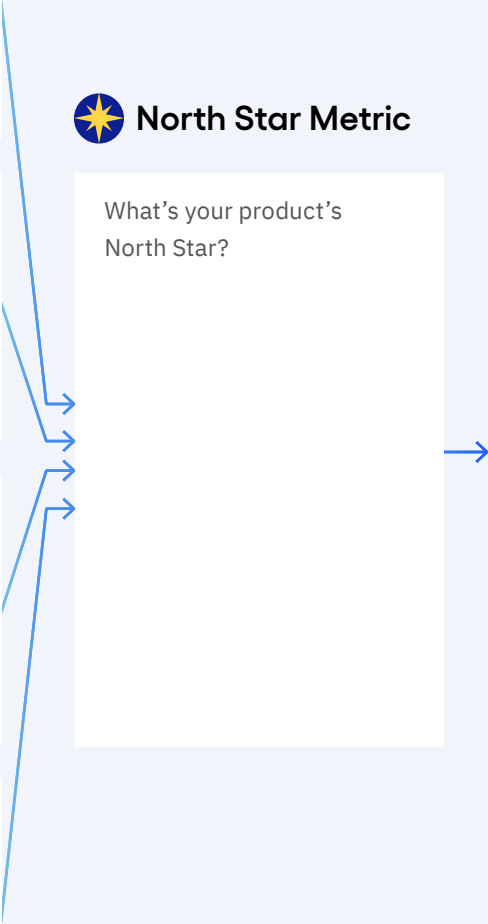
Other - *Add in your own leading metrics*

## North Star Metric

What's your product's North Star?

## Mid/long-term impacts

What will the impacts to the business be?



EXAMPLE

# North Star Framework worksheet

Team name

Spotify

## Input metrics

Breadth - *How many users are engaging?*

- # of premium trial users
- # of premium subscriptions
- # of users listening on more than one device

Depth - *What level of engagement are they reaching?*

- Avg # of hours/session
- Avg # of songs shared per user per month
- # of recommended songs/session

Frequency - *How often does each user engage?*

- # sessions/week
- median usage interval
- 2-day weekly stickiness of radio

Other - *Add in your own leading metrics*



## North Star Metric

What's your product's North Star?

Time spent listening to music by subscribers

## Mid/long-term impacts

What will the impacts to the business be?

monthly subscriptions from premium users

EXAMPLE

# North Star Framework worksheet

Team name

open Table

## Input metrics

Breadth - *How many users are engaging?*

- # of premium trial users
- # of premium subscriptions
- # of users listening on more than one device

Depth - *What level of engagement are they reaching?*

- Avg # of hours/session
- Avg # of songs shared per user per month
- # of recommended songs/session

Frequency - *How often does each user engage?*

- # sessions/week
- median usage interval
- 2-day weekly stickiness of radio

Other - *Add in your own leading metrics*



## North Star Metric

What's your product's North Star?

Time spent listening to music by subscribers

## Mid/long-term impacts

What will the impacts to the business be?

monthly subscriptions from premium users



# NETFLIX

## NORTH STAR IN ACTION

### Netflix's North Star journey

Fifteen years ago, Netflix wasn't the media giant it is today. High-speed streaming technology wasn't yet widely available, and Netflix still was battling traditional video retailers through its innovative distribution model of DVDs mailed to consumers.

At the time, retention was a challenge for Netflix. Notably, the first month retention for new members, during their critical free trial period, was 88%—meaning that 12% of members were abandoning the service after just one month. Improving new customer retention could significantly impact Netflix's business performance.

Gibson Biddle, then the VP of product at Netflix, knew that retention was a lagging indicator, not a leading indicator. He needed to identify a leading indicator metric that his team could directly influence. He needed a North Star.

So Gibson and his team dug into their data and customer patterns and discovered a characteristic that proved to be a leading indicator of retention for new members: The number of DVDs in a new member's queue. They learned that if a customer had multiple movies waiting in their queue, then that customer had become a more engaged user of the service and was far less likely to unsubscribe. So they focused their product work on a very specific metric: The percentage of members who added at least three DVDs to their queue in their first session with the service.

"At Netflix, we knew that improving retention was the critical metric to improve—it would improve both customer and shareholder value. But retention is very hard to move and A/B tests for retention require lots

of time to see a meaningful difference," said Gibson. "So we developed more sensitive proxy metrics. Our 'percentage of new members who add at least three titles to their queue during their very first session with the service' is a good example."

At the time, only 60% of Netflix's customers had three or more DVDs in their queue during the first month, which left a large portion of customers for Gibson and his team to focus on. They honed in on ways to increase the percentage of customers who put three or more DVDs in their queue, resulting in most of their product work being focused on simplifying the service.

That single metric—the percentage of new members with at least three DVDs in their queue—became their obsession, their North Star. They were able to prototype and deliver a number of innovative product features and user experience improvements that both simplified and encouraged users to build their queues.

Over time, Netflix increased this North Star Metric from 60% to 90%, which directly influenced first month retention. According to Gibson, an improvement of just two percentage points in first month retention (from 88% to 90%) had a significant influence on Netflix's business results and profitability. Netflix has been able to repeat this approach with other key strategies, including their streaming service.

It's no exaggeration to say that the careful, customer-centric implementation of a North Star Metric and the North Star Framework, combined with a disciplined focus on innovation and execution, fueled Netflix's ability to become the cultural behemoth that it is today.

# Draft your own North Star and converge

**Purpose:** Everyone in the workshop defines their own candidate for your North Star Metric and inputs. Then conclude by converging, coming to agreement and confirming and documenting your decisions.

All the initial discussions and warm-up activities lay the foundation for the workshop’s most significant activity: defining your own North Star. Start by getting **NSM candidates** from your participants.

Rather than collaborating aloud, we like to use a **silent brainstorming technique** for this exercise. Why silence? Typical brainstorming sessions tend to be dominated by a handful of vocal quick thinkers—introverts and deliberators are often stifled. Secondly, teams quickly start building on the first few ideas suggested and don’t give enough consideration to entirely different approaches. Ask everyone on the North Star team to spend five to ten minutes silently brainstorming with the [blank worksheet](#). Displaying the [North Star checklist](#) criteria on a screen also helps everyone think about what makes a good North Star Metric.

## Pair and share

After spending time in silent reflection, ask each participant to pair with a partner. Partners can share their ideas with each other, refining each other’s concepts.

Finally, share candidates with the group. Evaluate them against the checklist and look for differences

and commonalities. Some teams prefer a more formal process with voting, ranking, and sorting or scoring each candidate metric against each item in the [North Star checklist](#). Whatever method you choose, keep in mind that it’s the discussion that really counts.

## Focus on progress over perfection

If you and your team are stuck, don’t worry about getting it “right”—just get a handful of candidates on the table. Throw in some terrible North Star Metrics for fun and contrast.

**“Powerful ideas imperfectly measured are better than perfect measures for less powerful ideas.”**



**John Culter**

Former Product Evangelist, Amplitude, and co-author of *The North Star Playbook*



You'll find that some candidates make more sense than others, and that talking through options can help surface implicit beliefs. You also can develop options quickly with the help of the following fill-in-the-blank template:

"I would be more confident that our current product strategy is setting us up for sustainable long-term growth, if I observed an increase in

**[INSERT CUSTOMER CHARACTERISTIC BEHAVIOR OR CHARACTERISTIC]**

---

which we could measure by

**[INSERT FORMULA AND TACTICS FOR MEASURING]."**

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For example, here is a completed template for a hypothetical company:

"I would be more confident that our current product strategy is setting us up for sustainable long-term growth, if I observed an increase in

**IN CUSTOMERS THOUGHTFULLY REFLECTING ON OUR CONTENT,**

---

which we could measure by

**THE NUMBER OF POSTS MADE IN THE 'REFLECTIONS' DISCUSSION BOARD  
AFTER VIEWING A FILM."**

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Try not to get bogged down in the specifics of the definition—for example, "should it be users with five or more actions in three days, or seven or more actions in four days?"—before coming up with a metric concept that is powerful and engaging.

## Conclude the workshop by converging

During your workshop you've had generative discussions and likely developed a wealth of ideas. Conclude by converging: Coming to agreement and confirming and documenting your decisions for the following questions:

- What game is your business playing?
- What are your strongest candidates for a North Star Metric and inputs?
- If you don't have one or two leading candidates, what can you eliminate?
- What additional information do you need to finalize your decisions?

Some teams are able to dive right into defining the metric at the end of just one workshop. Often, though, this happens through follow-up discussions. Whether you do it now or later, the next step will be precisely defining your North Star Metric and its inputs.



## POST-WORKSHOP:

# Next steps

Your workshop is done—congratulations! But the work is far from finished.

Amplitude has facilitated hundreds of North Star workshops. Some teams leave the workshop, identify a metric and inputs, and then quickly fit the North Star into their workflows. For other teams, putting the North Star into action isn't as easy, sharing statements like:

“OK! We've defined our North Star and have buy-in. But now what? How do we actually do it? We have an entire product process and prioritization model, and development teams already are following a feature-packed roadmap. How do we decide what to work on?”

If you're not sure where to go from here, refer back to chapters four through seven of our [North Star Playbook](#). We dig into troubleshooting your North Star and inputs, making it stick within your organization, and how to integrate it into your existing ways of working.

Remember, teams that successfully implement frameworks like the North Star Framework are never “done.” They're always learning and grappling with uncertainty. The real muscle to develop is continuously checking to see whether your North Star Metric and inputs represent your current beliefs, product vision, and product strategy—then refine accordingly.



Discovering your North Star is just the beginning.  
Put your North Star into action and get started  
with Amplitude for free today. →

#### About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Almost 3,000 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories by G2. Learn how to optimize your digital products and business at [amplitude.com](https://amplitude.com).



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