

Growth is a team sport and great digital experiences don't happen in silos. To drive impact, everyone—executive leaders, product, marketing, and growth—must be aligned around a shared vision and clear success metrics.

This worksheet will help you assess how strategically aligned your organization is, identify any gaps, and find improvement opportunities. Because when teams move in sync, customers win—and so does your business.

Find your North Star

Your North Star Metric is the single most important metric that reflects long-term customer value and business growth. It should represent the value users get from your product and be a leading indicator of revenue.

What is your organization's North Star Metric (NSM)?

(e.g., monthly transacting users, total monthly items received on time, average records created per account)

[Write your answer here]

Is everyone on product, marketing, and growth familiar with your NSM and how to use it to guide decisions?

- Yes
- No
- Somewhat

How well does your NSM align with your customer experience and business growth goals? (Rate 1-5)

- 1: Not aligned at all
- 2: Slightly aligned
- 3: Mostly aligned
- 4: Fully aligned



Don't have a North Star Metric?

[Start here >](#)

Then facilitate a North Star Metric workshop to get all teams involved.

[Learn how >](#)



A clearly communicated vision for your digital experiences is key to getting teams rowing in the same direction.

Vision check: How aligned are your teams on digital experiences?

Do you have a well-defined vision for digital experiences?

- Yes, and it's widely shared
- Yes, but it's not well communicated
- No, we need to define one

How often is your digital experience vision reinforced across teams?

- Regularly (all hands meetings, dashboards, documentation)
- Occasionally (only in major initiatives)
- Rarely (not actively reinforced)

If you asked five people in different teams how success is defined, would they give similar answers?

- Yes
- No

What's one way your team can improve clarity and communication around your digital experience vision?

[Write your answer here]

Define your game: How well do your teams understand how your customers engage with your business?

What "game" does your business or product play?

- Attention game:** Your user gets absorbed in your product and receives increased satisfaction the more time they spend on it.
- Transaction game:** Your user is looking to make a purchase and easily complete their transactions.
- Productivity game:** Your user chooses your product because they have a job, task, or workflow to complete.

If you asked five people in your organization what game you're playing, how similar would their answers be?

- 1: Not at all similar
- 2: Slightly similar
- 3: They'd all have the same answer

Strategic alignment requires a shared understanding of your use cases—that is, the specific problems you’re trying to solve.

Use case alignment: Focus on use cases first, then data later

How aligned are your leaders on your key use cases?

- 1: Not aligned at all
- 2: Slightly aligned
- 3: Mostly aligned
- 4: Fully aligned

How do product teams ensure the roadmap ties to key use cases and reflects the vision?

[Write your answer here]

What are your top three use cases?

[Write your answer here]

Measure impact: Connect digital experiences to business growth

Are digital experience initiatives tied to business impact (e.g., revenue, retention, customer lifetime value)?

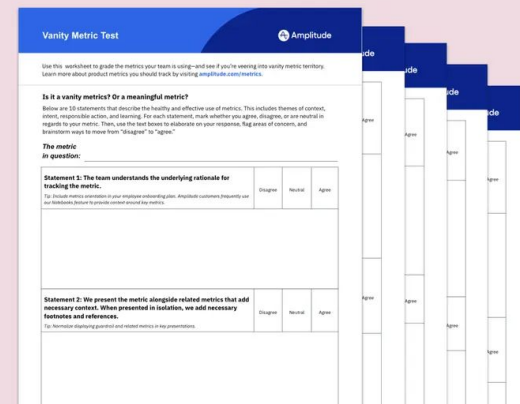
- Yes, we measure direct business impact
- Somewhat, but measurement is inconsistent
- No, impact is unclear

What’s one digital experience initiative that has clearly driven business growth?

[Write your answer here]

Where do you see the biggest opportunity to align digital experience efforts with business outcomes?

[Write your answer here]



Want to ensure your metrics reflect real customer value?

Use our [Vanity Metric Test >](#)

What's next? Putting strategic alignment into action. High levels of strategic alignment will improve your digital experience maturity.

Quick wins

What is one small step you can take in the next 30 days to improve strategic alignment?

(e.g., clarify your North Star Metric, reinforce the vision in team meetings, improve data visibility on business impact)

Idea

Teams involved

Next steps

Long-term investment

What is one long-term initiative to drive stronger strategic alignment in the next 6-12 months?

(e.g., build dashboards connecting digital experience to business KPIs, create a shared strategy document, define key digital experience metrics)

Idea

Teams involved

Next steps