

# The North Star Canvas

*Fillable worksheet. Type your answers. Save the file.*

Use this canvas to lock the single objective that disciplines every other decision over the next twelve to eighteen months. Specific, measurable, tied to a commercial outcome.

---

## 01 YOUR BUSINESS OR BRAND

*One sentence. The brand name and one descriptor.*

---

## 02 THE 12 TO 18 MONTH NORTH STAR OBJECTIVE

*Specific. Measurable. Tied to a commercial outcome. Not 'grow revenue'.*

---

## 03 THREE METRICS YOU WILL DELIBERATELY IGNORE

*Name them so your team can stop optimising for them.*

01

02

03

---

## 04 DEFINITION OF DONE

*How will you know you hit the North Star?*

---

## 05 THE ONE VANITY METRIC YOUR TEAM WILL PROTEST CUTTING

*Name it. Protect the cut.*

### SIGNED

*CMO or accountable owner*

### DATE

*Lock date for the next review*