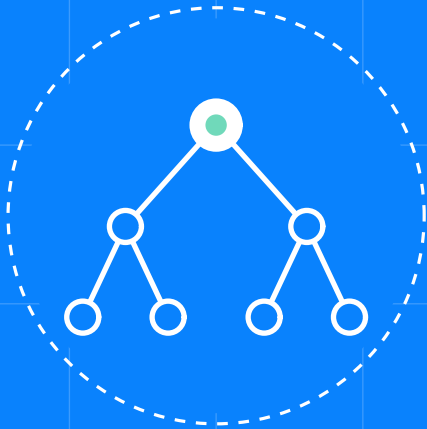


FREE TEMPLATE

METRIC TREE

Metrics tree

Map the numbers that move your business: one North Star at the top, the Output Metrics that show results, and the Input Metrics your teams control every week.



HOW TO USE IT IN 3 STEPS

1

Start at the top

Write your North Star metric on page 2, then add its unit, target and one Accountable person.

2

Break it into drivers

Add up to three Output Metrics, then the Input Metrics that your teams control every week. Pick Regular, Static or Aggregator for each.

3

Assign and review

Fill in the ownership table on page 3. One Accountable per metric. Review Inputs weekly, Outputs monthly, the North Star quarterly.

MAKE A COPY IN GOOGLE SHEETS

Prefer to fill it in online? Get an editable copy.

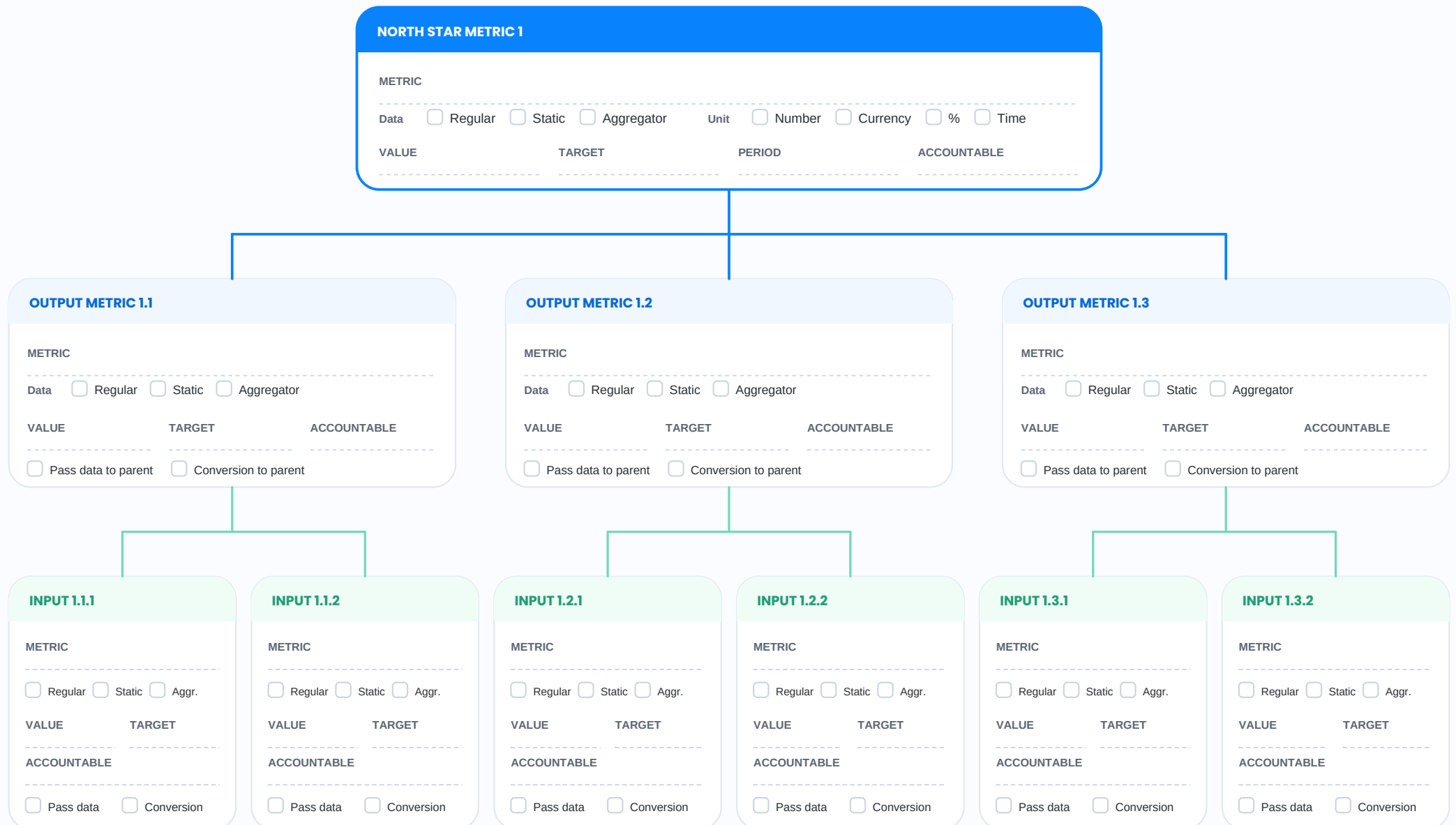
Metrics tree

North Star at the top. Output Metrics show results. Input Metrics are what teams control every week.

Prefer a spreadsheet? [Make a copy in Google Sheets](#) →

Team _____

Period _____



Ownership and review

One Accountable per metric. Review Input Metrics weekly, Output Metrics monthly, the North Star quarterly.

ID	Metric	Type	Data	Responsible	Accountable	Consulted	Informed	Review

TYPE AND DATA
Type: North Star, Output or Input. Data: Regular (new value each period), Static (reference value), Aggregator (sum of children that pass data).

RACI
Responsible does the work. Accountable owns the result. Consulted gives input. Informed is kept up to date.

CONVERSION TO PARENT
 $\text{Conversion rate} = \text{parent value} / \text{child value} \times 100\%$, e.g. trials / website visitors $\times 100\%$.