



The North Star Metric Playbook

A Guide for RevOps Leaders to
Drive Strategic Growth

Why a North Star Metric (NSM)?

Introduction

A North Star Metric aligns your entire org around what actually matters.

It creates focus, unites departments, and provides a reliable signal for success. The best NSMs are actionable and serve as predictive measures of your business's health.

Definition

A clear, cross-functional, measurable metric that reflects how your business creates value and grows over time.

To bring an NSM into your organization, follow these steps.



Ryan Milligan

VP of RevOps, QuotaPath

1

Identify Your NSM

Your NSM is not just a goal; it's a growth engine.

To find it, ask yourself:

Does it pass the test?

- Can anyone at your company **explain it in one sentence?**
- Can it be **measured consistently** and tracked over time?
- Is it **influenced by multiple teams**, not just one function?
- Will moving this metric forward **correlate with real business growth?**



Revenue is *not* a great NSM.

It's too broad, hard to influence directly across the org, and often lagging.

Strong NSM Examples

- % of customers realizing value in the product
- Time to value
- Renewal rate
- Monthly active users
- QuotaPath's NSM: % **of revenue with payouts running through QuotaPath this quarter**

2 Roll It Out (and Get Buy-In)

Identifying the right metric is only half the job. To make it work, you have to operationalize it.

Socialize It Internally

- Bring in leaders across teams and **pressure-test it**: “How do you impact this metric?”
- **Ask people to repeat it back** to you. If it’s not sticky, go back to the drawing board.
- Incorporate it into **onboarding, OKRs, and team meetings**.



Embed It Into Your Decision-Making Flow: Push teams to ask: “*Will this move the NSM?*” If not, why are we doing it? Remember to **prioritize initiatives** that tie directly to NSM improvement. And, consider **tying compensation or bonuses** to NSM movement.

Reinforce Consistently

- Highlight it in company-wide updates, standups, and dashboards.
- Use it to frame quarterly planning conversations.
- Make it part of the company story, not just a metric on a slide.

3

Check In and Communicate Progress

If your NSM is your compass, look at it often.

Build a Rhythm:

- **Track and share** NSM movement monthly or quarterly.
- Slice data by **team, segment, product line**: who's helping? Who's lagging?
- **Celebrate progress** and spotlight successful playbooks or regions.



Share Drivers with Context:

Don't just share numbers. Remember to share why it moved. Help teams learn what works and replicate it.

Reporting to the Board:

- Connect NSM progress to strategic initiatives and business health.
- Use it to explain where GTM investments are working, and where they aren't.
- Bonus: It makes the comp strategy and performance more defensible.

4

Assess and Evolve

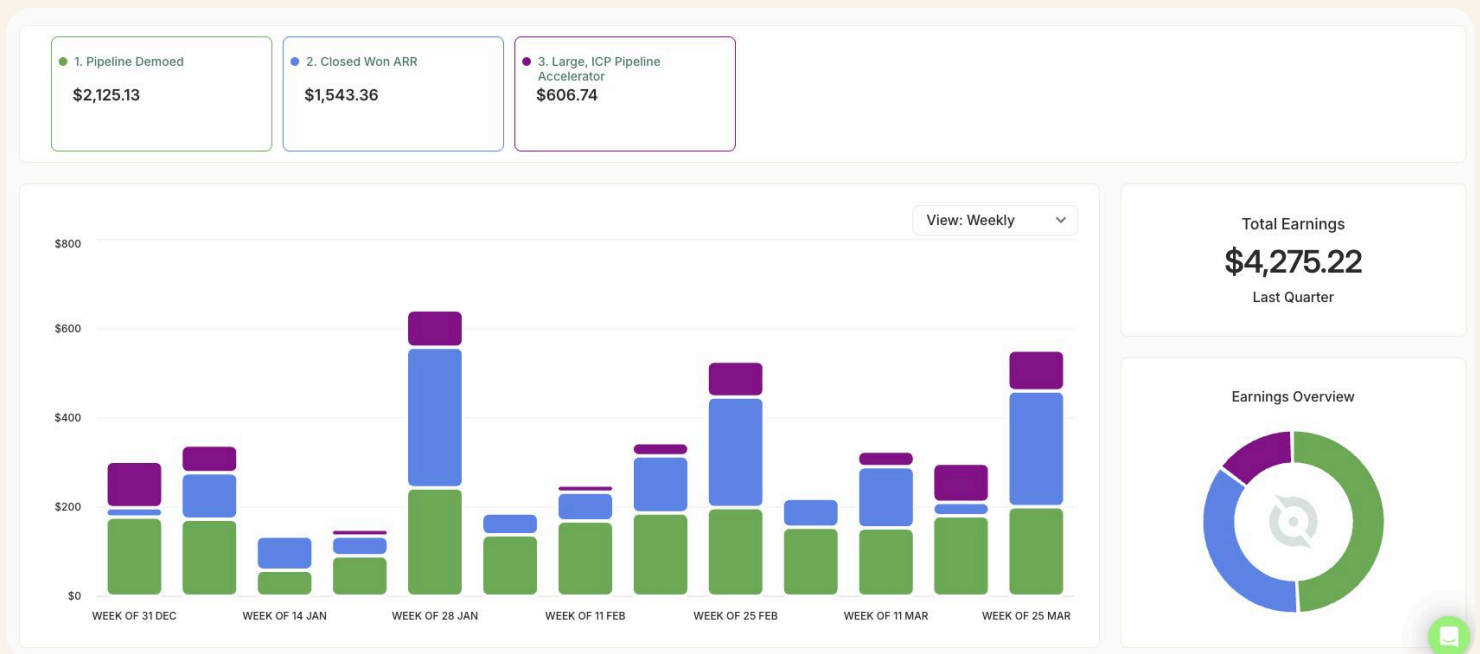
Not all NSMs are forever. Check its effectiveness regularly.

Ask:

- Is it still **predictive of success**?
- Are teams still **engaged and able to impact** it?
- Has our business model or stage changed?

Consider:

- Iterating the metric (e.g., narrowing or expanding it)
- Swapping for a better predictor of success
- Layering in *supporting metrics* to add dimension without creating distraction



In this example, Marketing is compensated off demoed pipeline and closed/won revenue, with an accelerator for large ICP pipeline, because large ICP opportunities use the product more than non-ICP opportunities.



Bonus Tip: Tie It to Compensation

Incentivize the right behaviors by rewarding actions that improve the NSM.

Examples:

- **SDRs/Marketing:** Bonus for meetings with NSM-fit accounts
 - **Sales:** Higher rates for deals that match NSM profiles
 - **CS/AMs:** Bonuses for moving customers from “non-NSM” to NSM
-



Your NSM To-Do List

Incentivize the right behaviors by rewarding actions that improve the NSM.

Examples:

- ☐ Select a metric that's simple, strategic, and shared
- ☐ Get cross-functional buy-in
- ☐ Make it part of your company's decision DNA
- ☐ Track and report on it consistently
- ☐ Adjust as needed—don't set and forget

Ready to lead with clarity?

Put your NSM in motion and let QuotaPath help fuel the journey.



QUOTAPATH

| quotapath.com