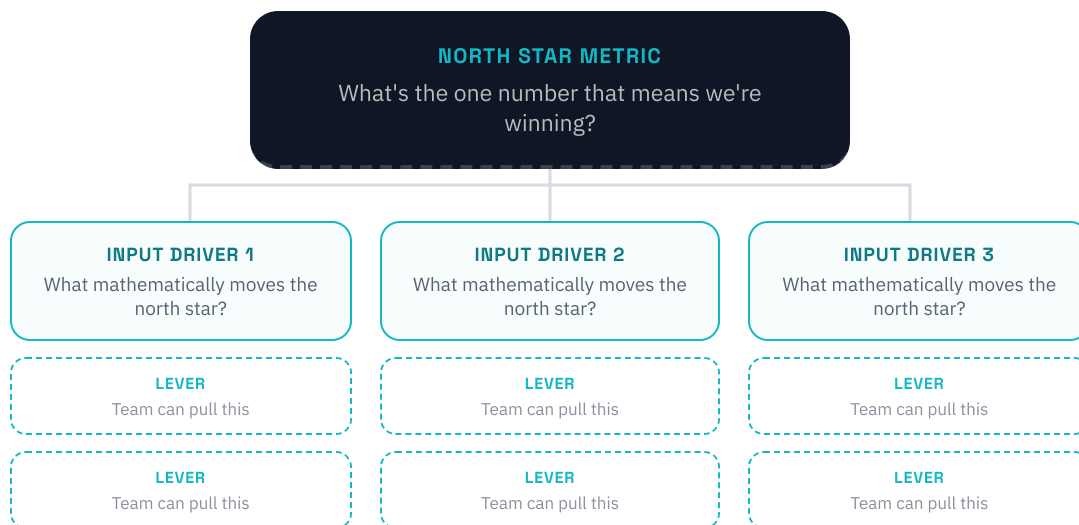


Metric Tree Canvas

Map a north-star metric down to the drivers that move it and the levers a team can actually pull. One canvas, filled in top to bottom, printed and taped above a desk.



1. Name the north star

One number, one owner, one decision it changes when it moves.

2. Decompose it honestly

Each driver should be a real term in the equation — not a vibe.

3. Find the levers

If nobody can pull it, it's not a lever — it's decoration.