

NORTH AND NEAR STARS



CHECKLIST

WHY?



The project's Near Star aligns with the organization's North Star.

All innovation initiatives should be tied to your organization's purpose. You'll also find it easier to sell an idea internally if it is consistent with the organization's purpose.



The Near Star is motivating, so just barely within the reach of key actors.

The Near Star needs to motivate all systems actors to work towards the same aim. If too easy, people might not feel inspired. If too hard, people might be demotivated to take action.



The Near Star is written in such a way that you will know if you've reached it.

To inspire systems actors, make sure they can measure or assess progress. Not all indicators of success are quantitative, but there should be short-term indicators of success.