

Defining your north star

The Most Important Number(MIN) is the cornerstone of the MIND Methodology. The MIN is the north star that aligns the team's focus and guides decision-making. Identifying the correct Most Important Number is the essential first step to growing your business with the MIND Methodology.

Most Important Number best practices

Be intentional when identifying the MIN. The correct MIN is the measure that incentivizes desired behaviors and guides decision-making to improve results. Some questions to consider when determining your Most Important Number:

- What is the one measure, above all others, that says our team is winning or losing?
- What is this number ultimately driving?
- Does the number show we are getting a great return on the investment in our team?
- Can this be manipulated or lead to the wrong outcome?
- Can you control it or significantly influence it?
- Does focusing on this guide all critical decisions?
- Does focusing on this incentivize the desired behavior?
- Does this number help our team and the organization?

The correct MIN

- Aligns everyone to a common outcome
- Guides team decisions
- Incentivizes desired behaviors
- Is the one number, above all others, that accurately measures success

An incorrect MIN

- Is not the top-level outcome
- Incentivizes the wrong behaviors
- Does not support other MINs
- Cannot be clearly measured
- Does not support the team's mission

IDENTIFYING YOUR MOST IMPORTANT NUMBER

It can be challenging to identify which metric is the Most Important Number from all your Key Performance Indicators. One way to accomplish this is to list the Key Performance Indicators. Then, narrow those down to the most critical few. Analyze this list and identify one that:

- Does not feed into any number above it
- Most accurately measures the team's success and cannot be manipulated
- Drives the right behaviors

IMPORTANT METRICS

CRITICAL METRICS

THE MIN

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You now have the foundation to begin the MIND Methodology.

- Always start with the Most Important Number for the organization
- The MIN guides all critical decision-making. When the team is stuck, swirling, or admiring problems, bring the focus back to improving the MIN.
- It is essential for every team member to know and understand what their MIN is and how their role supports achieving it

