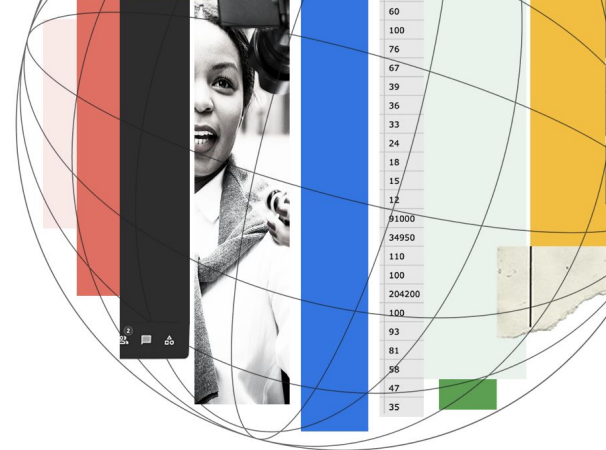


North Star Foundation West Africa

Programme Explainer

July 2024



The North Star Foundation programme empowers publishers to identify and realise a key strategic ambition for their digital news business, guided by the **North Star methodology** that has been used by the FT to accelerate its own digital transformation

The North Star Foundation will provide **tailored support and consultation** for West African publishers, enabling them **to accelerate their growth and develop innovative insights** while fostering collaboration and a culture of excellence.

The North Star Foundation programme gives publisher clarity on their ambitions for the future

Objective

The North Star Foundation programme is a practical 4-day, hands-on programme that enables a cohort of publishers to focus on a key strategic ambition for their digital news business, be that in terms of strengthening digital journalism, developing audiences, or growing a reader revenue model. Over the course of the programme publishers will develop an action plan and detailed roadmap to take their digital journey to the next level and realise their goal, based on the FT's proprietary North Star tool. Each publisher will leave with:

- ★ An action plan to realise a key business ambition
- ★ Key next steps with milestones, outcomes & owners
- ★ Practical experience on how to apply the North Star tool
- ★ Exclusive in-depth insights and feedback from FT experts across data, editorial and marketing

Expert delivery

Participants are guided through each step of the North Star framework, with hands-on workshops complimented by inspiration, feedback sessions and dedicated 1:1 support and learn from both shared experiences of other participants and Google and FT Strategies expertise.

Strong historic results

We have worked with 150+ publishers across twelve previous editions. The programme has received consistently excellent quantitative and qualitative feedback from previous participants, achieving 4.6 CSAT score (customer satisfaction score) on average through 2023, and publishers have seen strong improvement in key digital business metrics.

Previous participants



"The training was a great success and I would like to thank the FT team for providing us with excellent training and knowledge. I learnt a lot during the five days."

Radio Africa Group

The programme covers all stages of the North Star framework over 4 in-person days

Monday | Jul 1



Identify

Towards North Star

Identify North Star goal

Determine outcomes & sub-outcomes

Tuesday | Jul 2



Design & Map

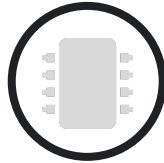
Prepare hypotheses

Preparation for experiment building

Hypotheses finalised

Experiment design

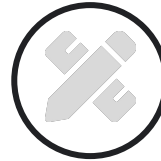
Wednesday | Jul 3



AI Module

A full-day module to help publishers understand how they could leverage AI towards achieving their strategic goals

Thursday | Jul 4



Invent & Design

Action plan

Roadmap presentation

Capabilities assessment

Action plan review workshop



"Learning about a framework in theory is great, but the true value of this workshop is applying the theory to real-world business problems. It's a great mindset-changer."

beIN Sports

To fully benefit from the experience, attendees should commit to the following:



C - Level

Senior Attendees

For senior exec sponsors, **we highly recommend attending a session on both Day 1 and Day 3** of the programme to ensure that the full impact of the North Star methodology can be realised after the programme. These sessions **offer invaluable insights** from regional senior media experts and distinguished FT staff.



Time

Time Commitment

North Star Foundation is a **4-day hands-on programme**. Each day will be **full of teamwork and brainstorming sessions** with valuable insights **from FT expert speakers sharing their knowledge**/answering questions.

Potential Guest Speakers*



Jon Slade
Chief Commercial
Officer,
Financial Times



Valentin Cornez
Global Lead, Google
Insights Tools for
Publishers



Joanna Levesque
Managing
Director, FT
Strategies



McKinley Hyden
Director of
Analytics,
Financial Times

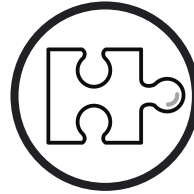
Application criteria



Established digital base

The programme is designed for publishers based in West Africa with an existing base of digital readers, typically >250,000 monthly unique viewers.

Publishers must also have sufficient data on their performance to date in the area they wish to focus on whilst learning about the North Star methodology.



Growth potential

Senior leadership must be aligned with the particular digital news publishing goal that their business brings to the programme and be willing to engage with the North Star methodology.

You should also be able to demonstrate that you need help to get to the next level - the programme is designed to make a difference to your business that would not be achieved otherwise.



Team commitment

North Star Foundation is a 4-day hands-on programme in Lagos, Nigeria. Each day will require at least 7 hours of dedicated time.

You should assign 3-5 individuals to the team, drawn from a wide range of departments, but with Editorial and Commercial departments as a minimum. You will also need a board level sponsor to attend at least the core elements of the programme.

Application criteria

- ✓ **Senior attendees**

Nominating a board-level sponsor to attend is strongly recommended. It is important that your participation in the programme is sponsored by those able to drive strategic change after the programme (e.g. CEOs or senior leadership).
- ✓ **Representatives from across the business**

You should assign 3-4 individuals to the team, drawn from a wide range of departments, but with editorial and tech departments as a minimum.
- ✓ **Time commitment**

Your team should be prepared to participate and attend the full-day in-person workshop in **Lagos, Nigeria** between **Monday 1st July and Thursday 4th July**.
- ✓ **Pre-workshop exercises**

Your team should be prepared to review the pre-workshop materials, including explainer documents, and attend a pre-programme call with FT Strategies to discuss your expected outcomes from the workshops.
- ✓ **Travel**

While there is no attendance fee, you will be responsible for arranging and funding your own travel and expenses to Lagos.
- ✓ **Participation**

You should be prepared to fully participate in the in-person workshops, involving collaborative discussion, creativity and enthusiasm amongst the community of peers.
- ✓ **Follow-ups**

You should prepare to be featured in industry reports, case studies and to respond to follow-up questions from FT Strategies asking about your experience.

About the North Star Foundation programme

Google News Initiative Digital Growth Programme

The **Digital Growth Programme** is an initiative within GNI (Google News Initiative), to help publishers grow their digital business online. North Star Foundation is just one of the many programmes it offers, along with other workshops and tools.

Google teams will:

- ★ Manage success of overall programme, providing advice and expertise as needed
- ★ Connect participants to the GNI network
- ★ Leverage the News Consumer Insights tool for ongoing analysis of impact on your business

FT STRATEGIES

FT Strategies is the growth subscriptions consultancy from the Financial Times. FT Strategies' deep expertise enables its clients to future-proof their business, empower their teams, and fulfil their goals with our proven data, digital and change consulting expertise

FT Strategies teams will:

- ★ Lead execution of programme including introducing FT experts and their insights to cohort members
- ★ Lead the development of participants' North Star framework, using its experience of working with 700+ other publishers
- ★ Offer optional 1-to-1 strategy 'surgery' sessions to each participant during the programme

Thank you