


NORTH STAR FOUNDATION 2023

Programme explainer





The North Star Foundation empowers publishers to identify and realise a key reader revenue or engagement ambition, guided by the FT's North Star methodology.

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

Objective

The North Star Foundation programme is a practical week-long, hands-on programme that enables a cohort of up to 12 publishers to focus on a key reader revenue or engagement ambition, and develop an action plan to realise their goal. Over five days, publishers build a detailed roadmap to take their digital journey to the next level, based on FT's proprietary North Star tool. Each publisher will leave with:

- An action plan to realise a key reader revenue or engagement 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 inspiring talks and feedback sessions, and will receive dedicated 1:1 support and learn from both shared experiences of other participants and Google and FT Strategies expertise.

Strong historic results

We have now worked with 80+ publishers across nine previous editions. The programme has received consistently excellent quantitative and qualitative feedback from previous participants, achieving 4.6 CSAT score on average in 2022, and publishers have seen strong improvement in key subscriptions business metrics.

GNI and FT Strategies are excited about welcoming the next cohorts of publishers to the 2023 editions of the North Star Foundation, and look forward to receiving your application to be one of them.

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."

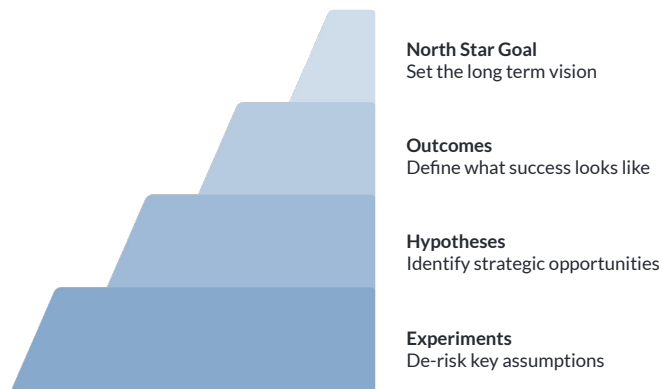
Isaiah Langat
Head of Digital, Radio Africa Group

The North Star framework helps drive your ambitious growth...

Our proven methodology has delivered outstanding results for the FT and clients

North Star is the model used by the Financial Times that helped to achieve the goal of 1M paying subscribers in 2019.

It brings clear, unambiguous focus to the destination you are aiming for. It combines strategic design with innovation to provide a framework that every individual in the organisation can work within, connecting operational activities (and metrics) to the wider strategic context.



"This week has been filled with intensive bursts that has pushed me and nudged me towards believing in myself and capabilities more as well as understanding the importance of an interconnected team that works towards the same goal"

Charles Lee Mathews
Publisher & CEO

"The week has been really thought provoking. It helped us brainstorm ideas and create a clear plan to achieve our aims.

Looking forward to getting stuck in and testing our experiments and getting our plan in action"

Max Hase
Head of Subscriptions

...by uniting and inspiring your entire organisation

The main benefits of North Star are:

Organisational alignment

Defining a single and shared goal is a powerful tool to align resources in a **single direction** - desired outcomes cut across teams / departments.



Focused prioritisation

An outcome-driven approach focuses efforts and resources on **what truly matters**, eliminating non-critical projects / ideas.

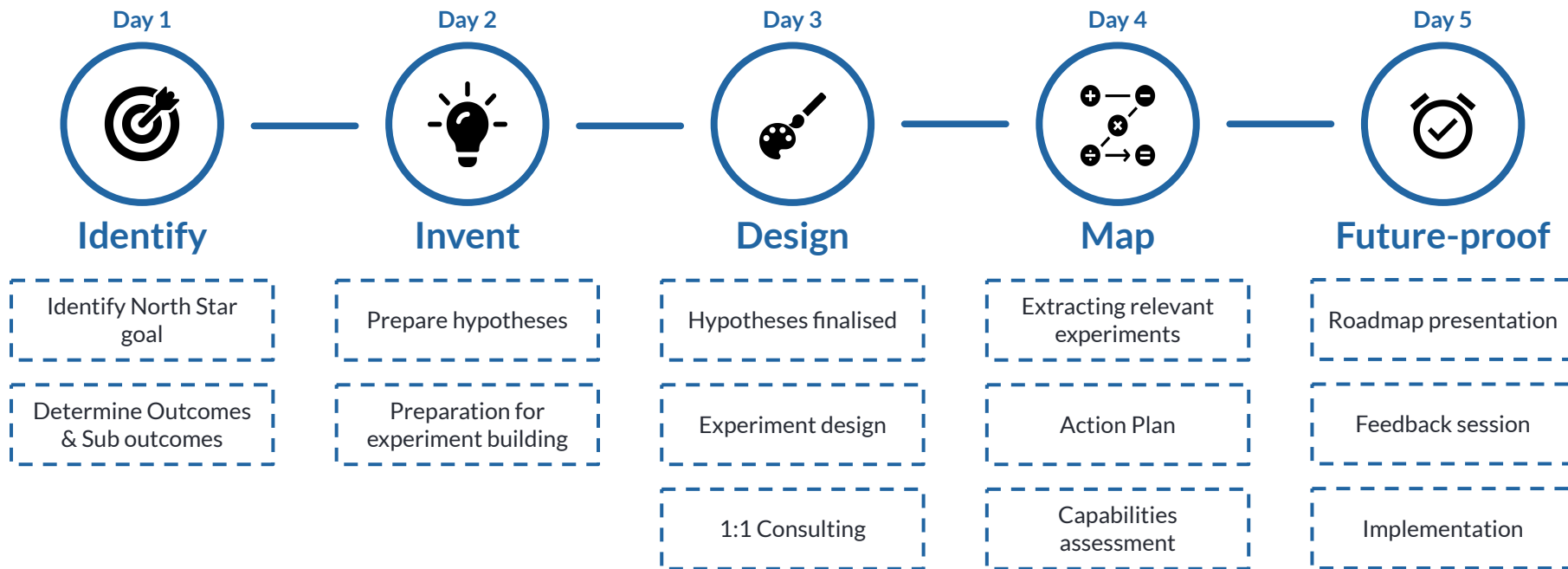


Ambitious goals

The approach shows where you stand on the learning curve, guides you logically step by step, and allows you to explore **bigger and bolder ideas**.

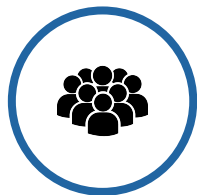
The North Star framework is designed as an **accelerator** to achieve an organisation's objective

The programme covers all stages of the North Star framework over 5 days



Publishers are guided through each step of the North Star by up to 3 facilitators, and additional FT experts offer exclusive feedback and share tips and insights on how to implement the framework

Application criteria



Established digital base

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

Alternatively, if you already generate >10% of your revenue from digital readers, this programme is also likely to be suitable for you and help you to realise your D2C ambitions.



Growth potential

CEO / senior management Senior leadership must be aligned with digital revenue diversification through a D2C model and be willing to engage with the programme.

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 5-day hands-on programme. Each day will require 7 hours of dedicated time.

You should assign 2-5 individuals to the team, with a mix from editorial and advertising / commercial departments.

The programme is global and is often delivered in native language, however some fluency in English may be an advantage.

About the North Star Foundation partners

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. Subscriptions Academy 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 in the customer research phase

FT STRATEGIES

FT Strategies is the the subscriptions consultancy from the Financial Times. FTS' deep expertise enables its clients to build valuable recurring revenue relationships with their audiences and future-proof their businesses.

FT Strategies teams will:

- ★ Lead execution of programme including managing all modules and project phases / deliverables
- ★ Lead cohort in the development of their North Star Model, experiments and other deliverables
- ★ Introduce FT subject matter experts via cohort meetings

To apply for for the programme, please
fill in the [application form](#)

Thank you