North Star Statement

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What is a North Star statement? How can it help course development?

A North Star is a statement that sets a vision for our project together. When drafting a North Star statement, individuals on the design team think forward to what they want the largest scale impact of the project to be in the future.

In the future, when you look back on this product, what do you want to say you created together?

Answer in *past tense* so that you can look back later and see if you accomplished what you hoped.

Brainstorm

Write down your ideas here. We suggest that, if working as a team, people brainstorm individually and then come together to share ideas. This brings more ideas into the fold, which in turn enhances creativity.

Capture it

Once you've talked through various ideas and decided on what product outcome is most accurate and desired, use the sentence stem to put your ideas together. You can also write them down in your own sentence form.

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We created

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that

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by

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OR write your own

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Examples

Some people like to write both big picture North Star statements that show long-term outcomes and project-specific North Star statements that describe what they created in the course or program they designed. Below are examples of each.

Big Picture North Star Statements

Example:

We created a program that promotes an environment where all children are supported and encouraged to develop their own emotional self-awareness and curiosity about themselves and those with whom they interact.

Therefore, we contributed to creating a world where people are aware of their own emotions and feelings, and the feelings of those with whom they are interacting, in order

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to have a coherent and cogent conversation about those feelings that allow them to resolve conflict and grow together.

Project-Specific North Star Statements

Example 1:

We created an engaging and relevant microlearning experience for front line school staff that taught them how to compose friendly, clear, timely, and concise digital communications.

Upon finishing the course, staff felt equipped to communicate efficiently and effectively with customers through email and thus were empowered to be change agents in creating great customer service experiences for students and their families.

Example 2:

We have provided engaging, fun, unique, meaningful and excellent programs for our members while… expanding and redefining our professional development offerings.

These successful courses offer learning opportunities that enhance professional skills and enable members to advance their careers while managing demanding workloads, empowering them to deliver value to society by ensuring a safe and secure cyber world.

Using Your North Star Statement

Your North Star statement is a shared destination that you are driving towards. Keep it in a visible place so that everyone stays on the same page about what it is you're trying to create. As you move on to writing your learning objectives, keep your North Star in mind.

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