

The Star-Line™ Standard

Setting the non-negotiable performance line, and building the KPI and SOP architecture that holds it.

Average is obsolete. The Star-Line™ is set far beyond convention so that even a shortfall outperforms the market — and it is only real once it is measured, owned, and reviewed.

SETTING THE LINE

- Set the standard against the best outcome achievable, not last year's result
- Express every standard as a number with a date
- Assign one accountable name per standard — never a committee
- Publish the line where the team performing it can see it

KPI ARCHITECTURE

- Three to five KPIs per department, no more
- Each KPI has a definition, a source system, an owner, and a review cadence
- Leading indicators for behavior, lagging indicators for results
- One executive dashboard reviewed on the same day every month

SOPS THAT HOLD

- Every KPI miss triggers an SOP review, not a personnel review first
- SOPs are written by the people who perform the work
- Each SOP names its owner and its last review date
- Corrective plans carry dates, owners, and a verification step