Example:
Sample Project Charter

FitforProjects, Inc
The Project Charter is a must for every project. The Charter clearly defines:

- Overall Objectives of the Project
- High-Level Business Case
- In-Scope and Out-of-Scope
- Core Team and Stakeholder Member Lists
- Initial Risk Analysis
- Assumptions, Dependencies, Constraints
- Planned Release Schedule

Evangelizing the Charter is key to project success. A Sample Project charter is shown in the following slides.
Objectives

The overall objective of this project is to improve the global teams overall effectiveness in most major markets.

Key Phases and Deliverables

Phase 1:
- Initial setup and configuration of the system
- Definition of globally consistent processes and policies.

Phase 2: Roll-out of solution to 3 key markets - September 20XX

Phase 3: Roll-out of solution to remaining 23 markets - June 20XX

Costs & Benefits

Costs
- $ XXX Expenses plus 3 additional Headcount for on-going support

Benefits (of this project phase)
- Increased leverage of the brand
- Ease of use
- Faster time-to-market
- Ability to share information in new and flexible ways
- Anticipated cost reduction of $ XX Million per year

Scope

Included
- Setup of system
- Migration of global data
- Migration of next FY data
- Global processes and policies
- Training of key users
- Setup of support infrastructure

Excluded
- Any integration with other applications (e.g. SAP)
- Any migration of local assets
- Channel Partner assets
- Confidential material
Team

Core team:
- Project Manager: Aaron
- Core Team: Joan, Jeff, Jackie plus vendor participation as required

Extended team
- Specialists needed on part-time basis
- Global Launch Mgmt: Baker
- Business area Reps: Peter (EMEA), Paul (APAC), Pat (NA)

Approach
- A hosted solution (Software as a Service) is being used in order to minimize upfront investment and ramp-up time. The option of bringing the solution in-house at a later point in time is available.
- Roll-out will happen in phases. Exact timing and scope of each phase may shift due to business priorities and will be determined by the steering committee before each phase starts.

Stakeholders
- Global Marketing Product Teams
- Global Marketing Management

Funding Sources
- $: CMO
- New hires: approval by CMO

High-Level Schedule

Phase 1: initial setup
Phase 2: 3 markets
Phase 3: Top 20 markets
Future: Remaining markets, integration, other users
Dependencies
- Potentially with the Zeus project. To be clarified.
- Other sales systems initiatives or architecture decisions as well as major unforeseen projects in FY13 and FY14 may impact the schedule and phase priorities.

Assumptions/Constraint
- Assuming the Vendor professional services provides adequate support and guidance for fast-track system configuration

Flexibility Matrix

<table>
<thead>
<tr>
<th></th>
<th>Least Flexible</th>
<th>More Flexible</th>
<th>Most Flexible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources/cost</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Scope/Quality</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Each flexibility option can be checked only once.

Issues/Risks
- Project team consists only of part-time resources - this may impact the timely execution of project tasks
- The 20XX business processes may put a high demand on people - taking attention and resources away from this project
- Possible lack of acceptance by the field due to process and policy changes implied and due to out-of-the box implementation with limited customization
Success Criteria

- 100% of all activities in the System by end of January 20XX
- 100% of all new activities in the System by April 20XX
- Business Team 5 migrated over to the new System by September 20XX
- Top 20 markets using the System by end of Fiscal Year
- Roadmap for further System development completed by end of the Fiscal Year

Post Project Ownership

- Joan acts as global business owner of the System and ensures that an adequate support infrastructure exists

Alternatives / Options

- Use off-shore developers to custom develop a system
- Use in-house development staff

Approvals

Executive Sponsor: CMO
Sponsor and Chair of the Steering Committee: Peter
Sponsor: Jason, George