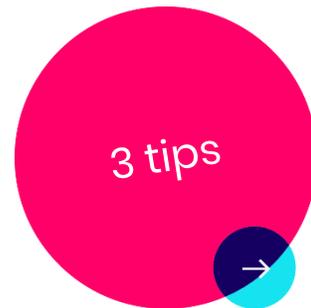


Project Charter – usage



A project charter lays out the scope and objectives of the project, and the roles and responsibilities of the project team members. It's a communication document that aligns the project team and sponsors by clearly defining why we must run this project.

The project charter serves as a reference throughout the project. Completing it is the first step towards a successful project.



3 tips to optimise your project charter:

1. Start with why

What's the burning platform of your project? Deep diving into the problem or opportunity statement, this question is easier to answer. For example, customers need to wait too long before they receive an offer. Or, the internal communication between 2 departments isn't efficient. Try to describe the WHY as tangible as possible, with a clear understanding of the initial problem.

2. End state

This also applies to defining the end state of your project. What exactly do you want to be delivered once the project is done? Define this very tangible and thoroughly. Asking yourself "What makes this project successful?" helps you to achieve better results.

3. Alignment

Zoom out before you zoom in. Align your project with the mission and vision of your organisation. With this holistic approach, your project can embed itself in the overall business strategy, which again optimises the success of your project.

Project Charter – template



Start with Why

Why are we doing this project? Why is this important?
Problem or opportunity statement

End State

Outputs: What are the expected interim and final deliverables?

Performance Indicators: How will we measure our success? What are minimum versus stretch targets?

Outcome: What is the ultimate effect that we want to accomplish?

Stakeholders

Who is impacted? What is their interest? How big is their support?
How important are they relative to others?

Stakeholder	Interest	Support	Priority

Alignment

How does this align with our Mission/Vision?

How does this support our strategy (OKR)?

Which key values are essential to this project?

How does this project relate to other ongoing projects?

Project Name

Sponsor
Project Manager

Team Composition

Name	Role

Equipment & Materials

Budgets

Business Case

ROI/Pay Back

Timeline

What are the project milestones? What is the project end date?

Constraints

SCOPE – What is/is NOT to be included

DECISIONS – What is the decision authority of the team?

Communication

MEETINGS – Which days will the team meet?

INFO – Where will common information be stored?

Risks

What are important risks? How can we reduce them?