

Project Charter

<Project Name>

<Year>

The **Project Charter** outlines justifications for the project, its objectives, and milestones. The goal of this document is to prevent conflict by proactively outlining responsibilities, high-level risks, the authority of the Project Manager, and a shared vision of success.

Vision / High level project description

<1-2 sentences describing the final outcome the project aims to complete>

Example: Innovate, design, operationalize, and profitize the best hometown grocery store that's ever been done.

Project Purpose / Justification

<4-5 sentences / bullet points explaining the "WHY" that's driving your project - why does this project need to be completed>

Project Objectives

Project objectives are what you plan to achieve by the end of your project.

Scope	Financial	Quality
<i><what are the high level pieces of what you are creating with the project></i>	<i><what are the funding / cash flow parameters to keep in mind></i>	<i><specifics around customer satisfaction and other quality metrics></i>
<i>Example: host grand opening by Nov 2023</i>	<i>Example: keep total project cost under 900,000</i>	<i>Example: achieve 95% customer satisfaction rate</i>

Milestones Summary

A milestone is a specific point within a project's life cycle used to measure the progress toward the ultimate goal. For a larger project, you'll probably have 10-15 milestones at least.

Milestone	Target Completion Date
<i><Examples></i>	
<i>1. Secure financing</i>	
<i>2. Purchase POS system</i>	
<i>3. Complete Staffing</i>	
<i>4. Open for business</i>	

Definition of Project Success

A very simple 1-2 sentences that follows the SMART methodology: Specific, Measurable, Achievable, Relevant, Time bound

If you've invested in the first few categories of the Project Charter, you can use something here like "Complete all ## milestones, leading to completing all # Objectives."

Budget Summary

High level overview of how the total project funding is allocated between categories of the project

<u>Category</u>	<u>Budget</u>
<i>Examples</i>	
<i>1. Inventory</i>	
<i>2. Equipment</i>	
<i>3. Staffing cost prior to opening</i>	

High Level Risks & Responses

Very important to think through what could go wrong right up front and make sure you have a plan in place to deal with the consequences of manifesting something less than best case scenario.

Risk	Response
<i>Examples</i>	
1. <i>Demand is unknown since the store is new</i>	
2. <i>Economic fluctuation could downsize your customers disposable income</i>	
3. <i>Competitors updating their service offering to overlap with yours</i>	

Agreements

Specify here what agreements are already in place related to the project. Agreed upon terms that must be adhered to throughout the life of the project and possibly beyond.

Enterprise Environmental Factors

Enterprise environmental factors are factors that originate from outside of the project or organization. These factors can either impact positively or negatively and they cannot be controlled by the project team.

Examples:

Food Safety regulations in your state

Temperature requirements for cold food storage

Organizational Process Assets

Organizational Process Assets includes anything the organization has that you can use in the management of the project. They include formal and informal plans, policies, procedures, and guidelines. These are very important for the planning stage, irrespective of the nature of the project.

When you are starting a new business, this section will likely be empty.

Examples:

Microsoft Office

Google Drive or other document storage/sharing solution

Authority Level of Project Manager (PM) and other key stakeholders

Simplifies decision making since there will be a lot of decisions to make over the course of the project.

Include the areas where PM can make decisions independently as well as very detailed descriptions for where the PM should seek approval in decision making. If approval is needed, when and from whom?

Project Charter Acceptance Signatures

<Name, Project Manager>

Date of Acceptance

<Name, Other key decision maker>
(if needed)

Date of Acceptance

<Name, Project Sponsor>

Date of Acceptance

**Project Sponsor is the person calling for the project to be completed and who will ultimately deem if the project was a success.*