# Alliance Team Charter

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| Partner A | | | Partner B | | |
| Alliance Mission (Statement of purpose; What are we here to create?) | | | | | |
| Strategic Objectives for A How do expect to grow your business? | | | Strategic Objectives for B How does your partner expect to grow? | | |
| Value Prop for A | | Value Prop for Customer | | Value Prop for B | |
| How does the alliance  benefit you?   1. Referrals and Leads? 2. New products/services to offer customers? 3. Other? | | How does the alliance help you & your partner better serve customers?   1. Ipsem lorem 2. Ipsem lorem 3. Ipsem lorem | | What are your partner’s expectations for benefit?   1. Ipsem lorem 2. Ipsem lorem 3. Ipsem lorem | |
| A Key Team Members | | | B Key Team Members | | |
| Name | Role | | Name | | Role |
| Joe Smith | Executive Sponsor | | Jill Jones | | Executive Sponsor |
| Mary | Alliance Manager | | John | | Alliance Manager |
| Steve | Technical Lead | | Leslie | | Technical Lead |
| Joan | Marketing Lead | | Tom | | Marketing Lead |
| Governance | | | | | |
| Meeting/Media | Frequency | | Purpose | | Attendees |
| F2F Summit | Annual | | Strategic Direction & Review | | CEOs  Exec Sponsors |
| QBR F2F | Quarterly | | Performance Review | | Alliance Leads  Exec Sponsors |
| Alliance Review | Monthly | | Performance Mgmt | | Alliance Leads |
| Project Webmeeting | Weekly | | Operational Review | | Project Teams |
| Core Values & Operating Principles | | | | | |
| * Focus on the customer * Open, honest communications * Resolve conflicts & issues quickly, fairly * Treat each other respectfully even when we disagree * Seek win/win outcomes * Etc | | | | | |