# 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 AHow do expect to grow your business? | Strategic Objectives for BHow does your partner expect to grow? *
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| 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
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| 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 | CEOsExec Sponsors |
| QBR F2F | Quarterly | Performance Review | Alliance LeadsExec 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
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