# 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  * Ipsem lorem * Ipsem lorem * Ipsem lorem | | | | Strategic Objectives for B  * Ipsem lorem * Ipsem lorem * Ipsem lorem | | |
| Value Prop for A | | Value Prop for Customer | | | Value Prop for B | |
| * Ipsem lorem * Ipsem lorem * Ipsem lorem | | * Ipsem lorem * Ipsem lorem * Ipsem lorem | | | * Ipsem lorem * Ipsem lorem * 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 * Etc | | | | | | |