



Box Charter Template

Vision

This should be a simple big-picture one-liner that sets the stage for the project/box.

Target

It's okay if this only has a single target. A primary and secondary should only be used when applicable.

Objectives

Objectives do not need to be measurable, but should serve as guidelines to ensure strategic alignment. Keep to less than 5.

Measurable Goals

Goals must be clear and measurable. Keep to 2-3 key goals.



Key Metrics

These metrics should be the key performance indicators all stakeholders will utilize. They do not need a set goal for each at the time the Charter is created, but given the nature of the box model it is important to know the measure of success for each.

Key Milestones

Key milestones are critical dates up through launch and the first shipment. A detailed timeline and management of the timeline is need to hit these key dates.

Assumptions

Assumption are definitions of verbiage related to the project to ensure all parties are aligned, and/or to provide clarification on items not included in the box, program or project.