**MEDIA SIX SIGMA PROJECT CHARTER**

**TEMPLATE EXAMPLE**

IMPORTANT REMINDER

A narrative written charter must be circulated and signed by the project sponsors. You can attach a completed version of this template to your narrative written charter to keep the charter short and concise.

Please make sure you meet with the project team and sponsors before completing this template. Much of the information required will need to come from a discussion with team members and sponsors.

GENERAL PROJECT INFORMATION

|  |  |  |
| --- | --- | --- |
| PROJECT NAME | PROJECT MANAGER | PROJECT SPONSOR |
|  Channel Budget Strategy Improvements |   |   |
| EMAIL | PHONE | ORGANIZATIONAL UNIT |
|   | 000-000-0000 |   |
| GREEN BELTS ASSIGNED |   |   | EXPECTED START DATE | EXPECTED COMPLETION DATE |
|   | 00/00/0000 | 00/00/0000 |
| BLACK BELTS ASSIGNED |   |   | EXPECTED SAVINGS | ESTIMATED COSTS |
|   | $237,750 | $184,900 |

PROJECT OVERVIEW

|  |  |
| --- | --- |
| PROBLEM OR ISSUE  | Global Investigative Reports Media Company (GIR) averages 2,343 monthly visits across all website channels. To meet growth goals, we need to identify which channels perform best and increase viewership for these channels by 30 percent. |
| PURPOSE OF PROJECT | By implementing this project, we will improve the overall effectiveness of the website channel budgeting process. |
| BUSINESS CASE | GIR’s startup model needs to refocus marketing budget allocations. Before the company launched in February 2021, we invested in strategic marketing efforts, including a website launch and content management system implementation. Now that our marketing budget has decreased, we need to leverage our efforts and increase funding to website channels with the best ROI. By doing so, we will increase viewership and accelerate business growth. |
| GOALS / METRICS | We will identify the three channels with the highest ROI and allocate 60 percent of the marketing budget to these channels. We will know we have reached our goal when our viewership consistently increases to 1,015 visits per month for each of the three channels. |
| EXPECTED DELIVERABLES |  |

PROJECT SCOPE

|  |  |
| --- | --- |
| WITHIN SCOPE | Website channels |
| OUTSIDE OF SCOPE | Syndicated media |

TENTATIVE SCHEDULE

|  |  |  |
| --- | --- | --- |
| **KEY MILESTONE** | **START** | **FINISH** |
| Form Project Team and Conduct Preliminary Review |  |  |
| Finalize Project Plan and Project Charter |  |  |
| Conduct Definition Phase |  |  |
| Conduct Measurement Phase |  |  |
| Conduct Analysis Phase |  |  |
| Conduct Improvement Phase |  |  |
| Conduct Control Phase |  |  |
| Close Out Project and Write Summary Report |  |  |

RESOURCES

|  |  |
| --- | --- |
| PROJECT TEAM |   |
| SUPPORT RESOURCES |   |
| SPECIAL NEEDS |   |

COSTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COST TYPE** | **VENDOR / LABOR NAMES** | **RATE** | **QTY** | **AMOUNT** |
| **Labor** |   | $150.00 | 200 |  $ 30,000.00  |
| **Labor** |   | $200.00 | 100 |  $ 20,000.00  |
| **Labor** |   | $350.00 | 50 |  $ 17,500.00  |
| **Labor** |   | $85,000.00 | 1 |  $ 85,000.00  |
| **Labor** |   | $4,850.00 | 3 |  $ 14,550.00  |
| **Supplies** |   | $17,850.00 | 1 |  $ 17,850.00  |
|   |   |   | TOTAL COSTS |  $ 184,900.00  |

BENEFITS AND CUSTOMERS

|  |  |
| --- | --- |
| PROCESS OWNER |   |
| KEY STAKEHOLDERS |   |
| FINAL CUSTOMER |   |
| EXPECTED BENEFITS |   |

|  |  |  |
| --- | --- | --- |
| **TYPE OF BENEFIT** | **BASIS OF ESTIMATE** | **ESTIMATED BENEFIT AMOUNT** |
| **Specific Cost Savings** |   |  $ 25,000.00  |
| **Enhanced Revenues** |   |  $ 92,500.00  |
| **Higher Productivity (Soft)** |   |  $ 17,500.00  |
| **Improved Compliance** |   |  $ 12,000.00  |
| **Better Decision Making** |   |  $ 18,500.00  |
| **Lower Maintenance Costs** |   |  $ 26,000.00  |
| **Fewer Miscellaneous Costs** |   |  $ 46,250.00  |
|   |   |   | TOTAL BENEFIT |  $ 237,750.00  |

RISKS, CONSTRAINTS, AND ASSUMPTIONS

|  |  |
| --- | --- |
| RISKS |   |
| CONSTRAINTS |   |
| ASSUMPTIONS |   |

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|   |   |   |

|  |
| --- |
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