**AGILE PROJECT CHARTER
SAMPLE TEMPLATE
for Microsoft Word**

GENERAL PROJECT INFORMATION

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| PROJECT NAME |
| Enterprise Sales Enablement Software |
| PROJECT CHAMPION | PROJECT SPONSOR | PROJECT MANAGER |
| Joe Smith | Martin Thomas | Sally O'Neil |
| STAKEHOLDERS |
| Marketing, Sales, Customer Support |
| EXPECTED START DATE | EXPECTED DATE OF COMPLETION | DATE OF DOCUMENT |
| Q2 | Q4 |  00/00/0000 |

PROJECT DETAILS

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| --- | --- |
| VISION | Our sales team will have the training, coaching, and content to engage with prospects throughout the entire sales cycle. The marketing team will have clear insights into content performance, training initiative success, and improvement opportunities. |
| SUCCESS METRICS | * Real-time monitoring of content usage
* Reduction of 10 percent in length of sales cycle
* Reduction of 30 percent in length of time to sell
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| RISKS | We're risking the potential loss of money and time as well as the potential lack of adoption. |

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