

## Experiential Project Charter - Team 27

<b>Team Members</b>	<p>Peter Bozz (peterbozz1996@gmail.com)  Edmar Beatingo (beatingoedmar@gmail.com)  Hamd Shakeel (hamdshakeel@gmail.com)  Mercy Omini (mercycytete90@gmail.com)  Adeyemi Kolawole (adeyemikolawole78@gmail.com)  Shashank Kanade (shashankkanade01@gmail.com)</p>
<b>Team Lead</b>	Peter Bozz (peterbozz1996@gmail.com)
<b>Team Members Roles and Responsibilities</b>	<p><i>Sponsor Company</i> – GlobalShala  <i>Individual Company Contacts</i> – Oparinde Kolawole, Associate Consultant  <i>Peter Bozz</i> - Team Lead, represents team to sponsor, via email and on calls, to minimize communication errors.  <i>Edmar Beatingo</i> - Project Manager, provides guidance and draws out insight from other team members, ensures that the project execution remains on track.  <i>Hamd Shakeel</i> - Project Scribe, is responsible to taking meeting minutes and distributing notes/assignments. Can assist Team Lead in drafting emails and communication between sponsor and group.  <i>Mercy Omini</i> - Project Lead, responsible for holding the group accountable for meeting deadlines and ensures that the project deliverables are being met.</p>
<b>Mission, Vision Objectives &amp; Core Values</b>	<p><i>Mission</i>  Our mission is to analyze Facebook ad campaign performance for GlobalShala's Superhero U event, identify underperforming campaigns, and provide data-driven recommendations to optimize marketing spend and maximize ROI.</p> <p><i>Vision Objectives</i>  To establish a strong reputation for providing actionable insights that significantly impact marketing efficiency and effectiveness, positioning our team as crucial contributors to GlobalShala's strategic marketing decisions.</p> <p><i>Core Values</i>  1. Data-Driven Decision Making: We base our recommendations on thorough analysis and evidence.  2. Collaboration: We work together effectively, leveraging each team member's strengths to achieve our common goals.  3. Integrity: We ensure that our analysis is honest, transparent, and free from bias.  4. Accountability: We take ownership of our tasks and deliver high-quality work within agreed timelines.</p>

## Internal Checks, Balances, and Reviews

### I. Internal Checks and Balances:

- 1.1 Peer Review: Each team member's work will be reviewed by at least one other person to ensure accuracy and completeness.
- 1.2 Weekly Progress Check-Ins: Regular check-ins will be conducted every week to assess progress, address challenges, and adjust plans as necessary.
- 1.3 Final Review: Before submission, the final report will be thoroughly reviewed by all team members to ensure it meets our quality standards and objectives.

### II. Expectations for Individual Team Members:

- 2.1 Specific Expectations: Each team member is expected to complete their assigned tasks on time, contribute to discussions, and support their sub-team.
- 2.2 Collaboration: Members should actively participate in meetings, provide constructive feedback, and help resolve any issues that arise.
- 2.3 Accountability: Each member is accountable for their work quality and must seek help or clarification if they encounter challenges.

### III. Team Circle Meeting (TCM)

Frequency: Full team remote check-ins will occur weekly, every Wednesday and Friday at 11 PM PHT via Microsoft teams or google meet.

#### Agenda:

- 3.1 Weekly Deliverables Discussion: Review and discuss the specific tasks and deliverables for the upcoming week.
- 3.2 Task Allocation: Collaboratively decide on the division of responsibilities among team members for efficient task execution.
- 3.3 Strategic Planning: Brainstorm and strategize on the best approaches and methodologies for accomplishing the week's goals.
- 3.4 Feedback and Collaboration: Share insights, provide feedback on past tasks, and foster a collaborative environment for optimal teamwork.

### IV. Measuring Success

- 4.1 Team Success: Success will be measured by the timely completion of the project, the quality of the final report, and the effectiveness of the presentation.
- 4.2 Individual Success: Success for each team member will be measured by their adherence to the SMART goals, quality of work, and contribution to team discussions and problem-solving.
- 4.3 Review Process: At the end of each major milestone (data collection, analysis, reporting, and presentation), there will be a brief review session where the team discusses what went well and what could be improved.

**Operations:**

- **Assignments**
- **Meetings**
- **Communication Guidelines**
- **Status Updates**
- **Deadlines**

**I. Assignments**

- 1.1 Reviewing the Syllabus: [Mercy and Shashank] will thoroughly review the project syllabus to ensure all requirements and expectations are understood.
- 1.2 Creating the Project Plan: [Edmar and Adeyemi] will develop a comprehensive project plan, outlining the key tasks, timelines, and responsibilities.
- 1.3 Drafting the Project Report: [Peter and Hamd] will draft the project report, ensuring it includes all necessary analysis, findings, and recommendations.
- 1.4 Delivering the Final Project: [Edmar and Peter] will compile and deliver the final project, ensuring it meets all criteria and deadlines.

**II. Meetings**

2.1 Team Circle Meeting (TCM): Every Wednesday and Friday at 7PM IST via Microsoft Teams or Google Meet

**Agenda:**

- 2.1 Weekly Deliverables Discussion: Review and discuss the specific tasks and deliverables for the upcoming week.
- 2.2 Task Allocation: Collaboratively decide on the division of responsibilities among team members for efficient task execution.
- 2.3 Strategic Planning: Brainstorm and strategize on the best approaches and methodologies for accomplishing the week's goals.
- 2.4 Feedback and Collaboration: Share insights, provide feedback on past tasks, and foster a collaborative environment for optimal teamwork.

2.2 Action Review Meeting (ARM): Every Tuesday at 7PM IST via Microsoft Teams or Google Meet

**Agenda:**

- 2.1 Progress Updates: Share achievements and challenges from the previous week.
- 2.2 Upcoming Deliverables: Outline goals and expectations for the week ahead.
- 2.3 Feedback Session: Provide constructive feedback for continuous improvement.
- 2.4 Alignment Check: Ensure team members are aligned with project objectives and priorities.

**III. Communication Guidelines**

- 3.1 Team Lead Role: The Team Lead will act as the primary point of contact between the team and the sponsor, representing the team's interests and ensuring clear communication.
- 3.2 Participation & Collaboration: All team members are expected to actively participate in meetings, contribute to discussions, and maintain a collaborative environment. This includes cc'ing the entire team on relevant emails to ensure everyone is informed.
- 3.3 Primary Communication Channel: Microsoft Teams and Email will be the main form of communication among team members.
- 3.4 Response Times:
  - a. Emails among team members should be responded to within 24 hours.
  - b. Emails between the Team Lead and the sponsor should be responded to within 48 hours.
- 3.5 Respect & Conciseness: Team members are expected to listen to and respect each other's ideas, and to communicate in a concise and clear manner.

	<p>IV. Status Updates</p> <p>4.1 Weekly Updates: The team will provide a status update to the client every Tuesday by 5PM IST.</p> <p>4.2 Individual Contributions: Individual contributions to the status update are due by Saturday at 6PM IST, ensuring that the Team Lead has ample time to compile and finalize the report.</p> <p>V. Deadlines</p> <p>5.1 Team Documentation Due: Monday, 12 August 2024, 6:00 PM IST</p> <p>5.2 Week-1 Deliverable Due: Monday, 12 August 2024, 6:00 PM IST</p> <p>5.3 Week-2 Deliverable Due: Monday, 19 August 2024, 6:00 PM IST</p> <p>5.4 Week-3 Deliverable Due: Monday, 26 August 2024, 6:00 PM IST</p> <p>5.5 Week-4 Deliverable Due: Monday, 2 September 2024, 6:00 PM IST</p>
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