

Lab: Develop a Project Charter and Project Brief

Estimated duration: 60 minutes

Objectives

- Create a project charter for the given scenario
- Develop the project brief for the given scenario

Prerequisites

You must have Microsoft Office or Microsoft 365 apps installed on your computer or have access to the free web version of Microsoft 365.

Scenario: Annual New Investor Dinner event

Sidney Morris is a project manager at work for ABC Investment LLC, located in Los Angeles. ABC Investment LLC focuses on high-end investors with a portfolio value greater than \$400K.

The investment market is highly competitive, and the organization wants to capture new potential investors before they seek services elsewhere. The event schedule is set, and the CEO will be attending. Sidney Morris has been assigned the project manager to oversee the company's annual investor dinner. It is 1 March today. The event will occur between 5:00 PM and 9:00 PM on 30 June. You have a budget of \$14,000 for the event.

This project includes planning and developing the program and implementing the initial orientation.

Project Activities

Here are some project activities for the event.

- Find a restaurant with a moderately upscale menu that will support an investment seminar for 40 people. Anticipate the attendance of 10 employees and 30 potential investors. Last year's event was fully attended. Twenty-two of the attendees signed on with ABC.

- Send invitations and track RSVPs. Each new investor is expected to bring an average of \$12,000 in revenue annually.
- Plan all catering and meal selections and accommodate dietary restrictions.
- Confirm that all marketing criteria include company demographics, the professionals on the team, and investment opportunities.
- Manage all IT and AV requirements for the event.
- Work with the restaurant to ensure adequate parking at no cost to the participants.
- Coordinate with all speakers to include presentations for equities, annuity, and new 2023 tax rules.
- Build, coordinate, and gain approval for the event agenda.

Key Stakeholders

Here is the list of stakeholders for the project.

- **Sponsor and COO:** Martha Wilson
- **Training manager:** Sunny James
- **Company customer liaison:** Ram Evans
- **Social media and IT manager:** Noriko Tanaka
- **Finance Manager:** Evan Anthony
- **Project team** working on the event deliverables

Exercise 1: Create a Project Charter

Based on the scenario, create a project charter.

Step 1: Keeping the CTRL key pressed, click [here](#) to download the **Project Charter** template.

Note: On Mac systems, keep the COMMAND button pressed instead of the CTRL button.

The project charter for this lab is a two-column document with the project charter items written in the first column. You now need to add comments for each of the item based on the scenario.

Charter Item	Comments
Project Name	
Project Goal	
Project Value Proposition and Benefits	
Problem or Opportunity Statement	
Project Schedule	
Project Manager	
Approval	
Authority/Sponsor	
Assumptions or Constraints	
Proposed Solution(s)	
Project Priorities	
Return on Investment (ROI)	
Risks (Potential)	
Resources Required	

Step 2: Open the project charter template. In the project name field, provide the project a distinctive name.

Step 3: Document a compelling but short description of the project goal.

Step 4: Enter the value proposition and benefits of the project. Here is some additional guidance for the step:

- Use bulleted lists.
- How will this project benefit the organization?
- Think about financial, process, employee, and customer benefits.

Step 5: For the **Problem or Opportunity Statement** project item, describe why the project should be done now.

Step 6: Enter the project schedule. Here is some additional guidance for the step:

- Split the project into Plan, Implement, and Follow-Up phases.
- Add estimated dates for each.

Step 7: Document the name of the project manager in the given scenario.

Step 8: Document the name of the project sponsor in the given scenario.

Step 9: Enter the assumptions and constraints for the project.

Here is some additional guidance for the step:

- First, list the assumptions. Assumptions should answer the question **What do you believe to be true about the project that you must validate?**
- Next, list the constraints. Constraints should answer the question **What are factors you have no control over but must manage?** For example, funding and support.

Step 10: Enter the proposed solution. Here is some additional guidance for the step:

- Think about how this project must be implemented.
- Define it at a high level in phases. For example: Build it, Implement it, Assess it, and Follow Up.

Step 11: Enter the proposed priorities. Here is some additional guidance for the step:

- First, think about time, cost, and scope in the given scenario.
- Then, document the list by priority.

Step 12: Enter the Return on Investment (ROI) details for this scenario. Here is some additional guidance for the step:

- What is the cost to implement this program for each employee?
- What is the benefit if we implement the new program?
- Are there any other benefits that cannot be quantified?

Step 13: List potential risk causes that may impact the project.

Step 14: List the resources required to plan and implement the project.

Note: Focus on key personnel resources as this is needed for the

stakeholder register.

Step 15: Review the contents of the project charter and make changes if needed.

Step 16: Save the project charter document with a meaningful name, such as the **Annual New Investor Dinner event_Project Charter**.

Exercise 2: Develop a Project Brief

Create a project brief for the **Investment dinner event**.

Step 1: Keeping the CTRL key pressed, click [here](#) to download the **project brief** template.

Step 2: Open the **project brief** template. Notice that the document has two columns. The first column provides certain project items. In the second column, you need to add a brief description for each item for the project.

Project Details	Project Brief
Project Name	
Project Manager	
Project Purpose	
Project Benefits	
Project Schedule	
Project Costs	
Project Sponsor	

Step 3: Enter the project name. This should be the same as what was entered in the project charter.

Step 4: Next, enter the name of the project manager in the second row. This should be the same as what was entered in the project charter.

Step 5: Enter the project goal. This should be the same as what was entered in the project charter.

Step 6: Enter the project benefits. This should be the same as what was entered in the project charter.

Step 7: Enter the project schedule. This should be the same as what was entered in the project charter.

Step 8: For project costs, provide a rough estimate of overall project costs.

Step 9: Enter the name of the project sponsor. This should be the same as what was entered in the project charter.

Step 15: Review the contents of the project charter and make changes if needed.

Step 16: Save the project charter document with a meaningful name, such as the **Annual New Investor Dinner event_Project Brief**.

Make sure to attempt the exercise, as it will help you gain a clear understanding of the concepts covered in the module.

Potential Solutions

After completing the exercises, you can refer to the **Project Charter Potential Solution** and **Project Brief Potential Solution** documents to compare the potential solutions listed in the documents with your solutions.

- Keeping the CTRL key pressed, click [here](#) to view or download the **Project Charter Solution** document.
- Keeping the CTRL key pressed, click [here](#) to view or download the **Project Brief Solution** document.

Note 1: On Mac systems, keep the COMMAND button pressed instead of the CTRL button.

Note 2: The documents will open in new tabs.