



Team charter 101

A good charter answers...

For example...

What's our job?

What does your team make, do, or deliver? Think of one thing that matters most, or that represents your work as a whole.

- We define and safeguard the company brand.
- We write intuitive, user-friendly copy to make our product feel effortless.
- We develop training to help new employees be effective in their first 100 days.

Who do we do it for?

What primary group, set of customers, users, or stakeholders do you primarily work for? Think of one.

We're researchers. Our work helps senior executives make better decisions about our company—we serve this particular group, but not the marketing team or the entire organization.

Why do we exist?

What pains do you solve for your primary audience? What impact do you want to have on the organization and world?

We help the design team hire world-class talent, so our company can keep producing world-class products.