

PROJECT CHARTER



www.blueringed.com

The Blueringed Project Compass is a flexible, client-centric project management framework designed to guide initiatives from inception to completion. Built for Blueringed Consultants, it reflects our commitment to trust, confidentiality, and C-suite collaboration.

The framework adapts to each client's unique style using the Insights Discovery 4 Colours—Fiery Red, Sunshine Yellow, Earth Green, and Cool Blue—ensuring a personalised approach that drives productivity and fosters an enjoyable process.

Phases of the Blueringed Project Compass

1. Discovery & Alignment (Initiation)
2. Navigation & Planning
3. Execution & Support
4. Reflection & Growth (Closure)

Key Features

- Confidentiality: Embedded throughout, with secure tools and processes to protect sensitive data, meeting highest standards.
- C-Suite Focus: Designed to engage senior leaders, aligning with their strategic priorities and empowering top-down change.
- Productivity Tool: A custom dashboard (e.g., Blueringed Compass Tracker, via Monday.com) offers real-time visibility—KPIs for Reds, visuals for Yellows, morale metrics for Greens, or detailed analytics for Blues—accessible whenever you need it.
- Colour Adaptation: Flexes seamlessly to each Insights Discovery profile, ensuring resonance and effectiveness.
- Enjoyment: Infuses collaboration and discovery into every phase, making the process engaging and rewarding.

Objective:

Establish a shared understanding of the project's purpose, scope, and goals while building trust with the client.

Core Actions:

- Conduct an initial briefing (typically with C-suite leaders) to define objectives.
- Draft a Project Charter outlining scope, deliverables, and success criteria.
- Assess risks, opportunities, and stakeholder needs.

Colour Adaptations:

- Fiery Red (Decisive, Goal-Focused): We present a concise, action-oriented briefing, focusing on key outcomes and immediate next steps. Expect a rapid-fire Q&A to clarify priorities, with a one-page Charter delivered swiftly to kick things off.
- Sunshine Yellow (Enthusiastic, Collaborative): We facilitate an interactive workshop, encouraging brainstorming and big-picture ideas. The Charter evolves through group input, with visuals and enthusiasm to spark excitement.
- Earth Green (Empathetic, Values-Led): We take a listening-first approach, hosting a relaxed discussion to uncover values and concerns. The Charter reflects your ethos, with assurances of support and alignment built in.
- Cool Blue (Analytical, Detail-Minded): We provide a structured agenda and data-backed insights, delving into specifics. The Charter includes detailed metrics and a risk matrix, ensuring precision from the start.

Output:

A tailored Project Charter and a foundation of trust, ready to progress.

Objective:

Create a robust roadmap that balances structure with flexibility, setting the project up for success.

Core Actions:

- Develop a Work Breakdown Structure (WBS) to break tasks into manageable parts.
- Build a Gantt Chart for timelines and dependencies.
- Establish a resource plan and risk management strategy.

Colour Adaptations:

- **Fiery Red:** We keep planning lean and fast, focusing on critical milestones and high-impact tasks. The Gantt Chart is streamlined, with bold deadlines emphasized to drive urgency.
Sunshine Yellow: We host a collaborative planning session, using creative tools like mind maps alongside the WBS. The Gantt Chart is vibrant and visually engaging, with room for flexibility to keep spirits high.
- **Earth Green:** We prioritise stakeholder consensus, ensuring the WBS reflects team input and values. The Gantt Chart balances deadlines with wellbeing checkpoints, reinforcing a supportive pace.
- **Cool Blue:** We dive deep into detail, producing a comprehensive WBS with contingencies. The Gantt Chart is meticulous, with data-driven timelines and a thorough risk log for reassurance.

Output:

A clear, actionable plan tailored to your style, agreed by all key parties.

Objective:

Deliver the project efficiently while maintaining momentum, confidentiality, and client engagement.

Core Actions:

- Implement the plan with regular progress updates.
- Deploy productivity tools (e.g., a real-time dashboard or task tracker).
- Adjust to emerging needs while ensuring Jersey-level confidentiality.

Colour Adaptations:

- **Fiery Red:** We provide short, sharp updates—think bullet-point emails or quick calls—focusing on results. The dashboard highlights critical KPIs, keeping you in control without bogging you down.
- **Sunshine Yellow:** We offer lively check-ins, perhaps via video, with a dynamic dashboard showing progress in bold visuals. Expect encouragement and space to tweak ideas mid-flight.
Earth Green: We schedule regular, personable touchpoints to ensure comfort and alignment. The dashboard tracks team morale alongside tasks, with secure, confidential handling of all data.
- **Cool Blue:** We deliver detailed status reports and a dashboard with granular metrics (e.g., time, cost, quality). Confidentiality is reinforced with encrypted tools and audit trails.

Output:

Steady progress with tangible deliverables, supported by tools that match your preferences

Objective:

Evaluate the project's success, capture lessons, and strengthen the partnership for future collaboration.

Core Actions:

- Review outcomes against the Project Charter's goals.
- Document insights in a Lessons Learned Log.
- Celebrate achievements and plan next steps.

Colour Adaptations:

- Fiery Red: We keep it brisk—a focused debrief on what worked and what's next, with a succinct one-page summary. Celebration is a quick, decisive nod to success.
- Sunshine Yellow: We host a lively wrap-up event (virtual or in-person), reflecting on highlights with storytelling. The Lessons Learned Log is creative and upbeat, with a fun team toast.
- Earth Green: We facilitate a reflective, inclusive discussion, valuing everyone's input. The Log prioritises people-focused insights, and celebration is warm and personal.
- Cool Blue: We conduct a formal review with data-driven analysis, producing a detailed Lessons Learned Log. Celebration is understated—a professional acknowledgment of precision achieved.

Output:

A Project Closure Report, a stronger relationship, and actionable insights for the future.

Red**Fiery Red (Typically, CEO):**

Discovery is a 30-minute power session to set a revenue goal; Navigation delivers a tight plan in 48 hours; Execution tracks progress with a KPI dashboard;

- Reflection wraps up with a swift “well done” and next priorities.

Yellow**Sunshine Yellow (Typically, Marketing Director):**

Discovery is a creative workshop; Navigation uses colourful visuals; Execution features enthusiastic updates;

- Reflection is a celebratory team call.

Blue**Cool Blue (Typically, CFO):**

Discovery analyses data; Navigation maps every detail; Execution provides precise reports;

- Reflection delivers a thorough review.

Green**Earth Green (Typically, HR Lead):**

Discovery builds trust over coffee; Navigation ensures team buy-in; Execution tracks wellbeing;

- Reflection shares heartfelt thanks.

**Energy
Focus**
In the next
3 months