September xx, 2013

[Name, title, address

]

Dear {project sponsor]:

Thank you for taking the time to meet with us to discuss the opportunity to provide our assistance to [client organization] through a team of students participating in Kellogg School of Management, Northwestern University’s LEAP Program. As we have discussed, our project is designed to [general description of what, for who, possibly in what strategic context]. In this letter, we describe our understanding of the project and services that our team will provide, as well as the deliverables.

**Our Understanding of Your Needs**

We understand that [client organization] your needs are…….

**Project Scope**

Specify in as granular way as is possible the organizational, topical, functional, scope parameters and limitations that have been pre agreed to.

To deliver this project, our work will consist of …….[**assessing the business need** (competitive, strategic, organizational, financial, and/or operational); **collecting relevant data and facts** (through interviews, from your internal records, secondary research, survey of publicly available information, etc.); **analyzing and applying management tools & frameworks to problem / situation** (framing, designing, gathering, interpreting); **developing recommended solutions** (alternatives, and rationale for team’s recommendation); **socializing and building consensus with your organization** (presentation, discussion, walk through, buy-in); **addressing implementation or implement-ability** (capabilities, culture, capacity to act, priority, dedication, reaction, costs, iteration)

**Deliverables**

The deliverables that will be provided at the end of the engagement will consist of the following:

[What are the specific tangible things that will be delivered?

* Report
* Recommendations
* Business case
* Financial model
* Framework
* Plan
* Presentation
* Working model
* Research]

**Staffing**

The consulting team will consist of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This team will be mentored, monitored, and reviewed by professors Balachandran, Sullivan, and Langewisch during the 10 week term of the LEAP course.

**Information Requests of Client**

[client organization] recognizes that the project’s success hinges on the timely and accurate response to data requests, as well as collaboration during multiple stages of the analysis. [client organization] is willing to provide the necessary information that will allow the team to successfully complete the project. Such information will include but not be limited to (financial, operational, marketing data, etc.).

It is our understanding that while the primary [client organization] contact for this project is ­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_. ­­­­­­­\_\_\_\_\_\_\_\_\_\_ will identify key individuals within the organization for specific workstreams as they arise. We expect that there will be a formal project status update with \_\_\_\_\_\_\_\_\_\_\_ at least once each week.

**Timing**

The project will be completed by the last week of May 2006. At a date to be scheduled likely in the week prior to this, the team will present the findings and deliverables discussed above. In addition, throughout the engagement we will maintain consistent contact with [client organization] to provide status updates and request further information. The client may at any time request informal updates of the work done to date.

**Confidentiality**

The team understands that all information provided by the client will be considered confidential to the participants of the LEAP Program, and will remain property of [client organization].

**Limitation of Liability**

The parties to this agreement each agree that Kellogg School of Management, Northwestern University, and the students in the LEAP program will not be liable for any claims, liabilities, or expenses relating to this engagement for an aggregate amount in excess of the fees paid by [client organization] pursuant to this engagement, except to the extent finally judicially determined to have resulted in bad faith or intentional misconduct of the parties involved. In no event will the parties or personnel be liable for consequential, special, indirect, incidental, punitive, or exemplary loss, damage, or expense relating to this engagement.

If the foregoing represents your agreement, please sign below and return a copy to the LEAP team. We appreciate the opportunity to work with you and look forward to a successful project.

MANAGEMENT LAB TEAM

[list team members}

Authorization to Proceed:

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Authorized Representative of [client organization]

Tentative Schedule

|  |  |  |
| --- | --- | --- |
| **Week** | **Date** | **Deliverable** |
| 1 | September 24th | Kickoff meeting |
| 2 | October 1st | Letter of Understanding |
| 3 | October 8th |  |
| 4 | October 15th | Mid-term Review (in-class) |
| 4 | October 16th | Faculty Feedback meeting |
| 5 | October 22nd |  |
| 6 | October 29th |  |
| 7 | November 6th |  |
| 8 | November 12th |  |
| 9 | November 19th | Final In-class Presentaion |
|  | November 26th | **NO CLASS – Thanksgiving Week** |
| 10 | Week of December 2rd | Final Presentation to Judges |