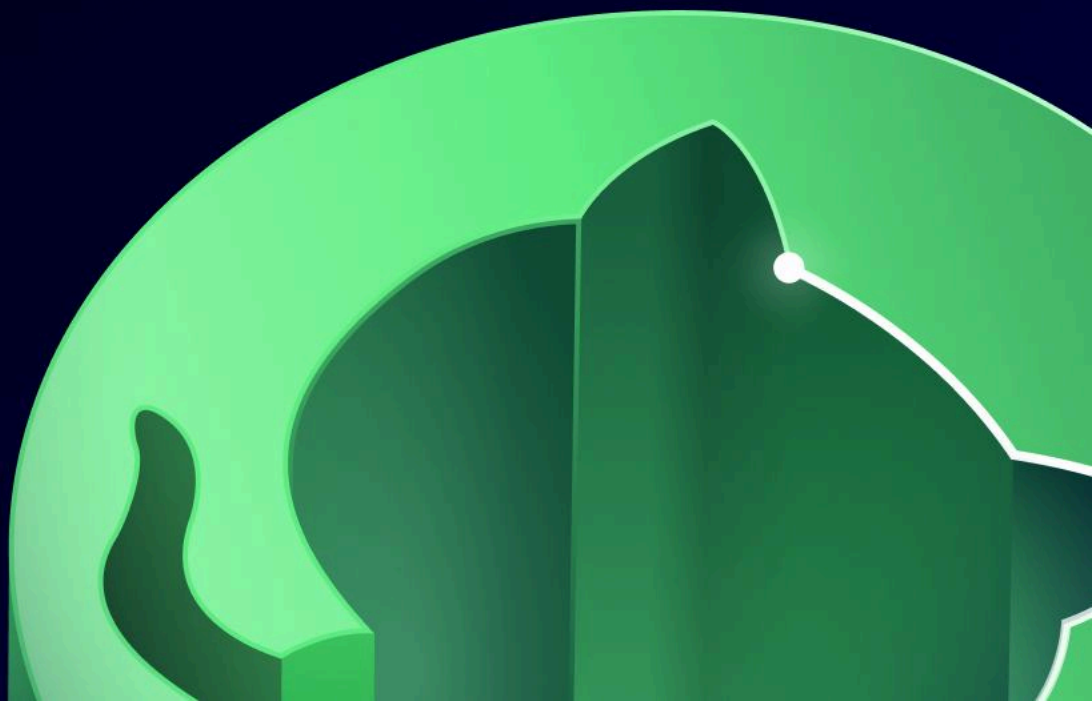
Champion Program Charter



Champion Program Charter

Provide guidance and define objectives for the executive sponsor

Program Overview

The Champion Program connects engaged customer advocates who drive product adoption, enablement, and knowledge sharing within their organizations. Champions are technical focals who directly use the product in their day-to-day. The program ensures adequate representation across business units and time zones, aligning advocacy efforts with business objectives.

Mission and Vision

Empower customer champions to lead, inspire, and drive transformational outcomes within their organizations. Build a thriving, self-sustaining community that fosters innovation, technology adoption, and operational excellence.

Goals

Clear goals provide focus and a way to measure progress. They help champions understand what success looks like and how their efforts contribute to business outcomes.

- [List of key business objectives]
- [Identify at least one champion per key business area within the first quarter]
- [Lead X number of adoption sessions over 30/60/90 days]
- [Achieve Y% satisfaction scores from program surveys by the end of the year]

Roles and Responsibilities

- **Executive Sponsors:** Align program goals with business objectives, endorse the program, and support champions internally.
- **Champions:** Manage meeting schedules, serve as advocates, lead internal enablement, and provide feedback on challenges and successes.
- **Project Coordinator (optional):** Oversee program, manage meeting schedules, recruit champions, interface with executive sponsors. If there isn't a set project coordinator, one of the champions will take this responsibility.
- **Support Resources (optional):** Champions can be supported through training, tools, and onboarding guidance—delivered by GitHub, a partner, or internal teams—along with help in maintaining consistent communication.

Communication Channels

Regular communication will include standups / office hours, new feature updates, enablement sessions, quarterly check-ins, and specific platform(s) for collaboration. Channels and cadence will be defined and maintained by the champions.

Enablement Materials

- Customer Success team will provide Champions with access to lunch and learns, enablement toolkits, and case studies. Materials can also be provided as part of professional services or partner engagements.
- Champions will use the provided technical enablement to create content specific to their organization / business unit.

Program Commitment & Sizing

Champion time commitment can initially be expected to be several hours a week or ~10% of their time. Small organizations should consider 1-3 champions per 100 users. Large organizations can run leaner with 1 champion per 1000 users, and adopting a tiered structure with lead champions supporting and guiding other champions within their business units. The correct ratio will depend on the size of the organization and team location. The recommendation is to provide ample coverage across time zones and business units.

Metrics

Program success will be measured through several mechanisms, including:

- Product implementation and adoption rates
- Engagement rates
- Structured enablement session attendance
- Certifications
- Champion contributions
- Feedback surveys.

Governance

Programs should be monitored and reviewed in regular intervals. Adjustments should be made as needed to prioritize continuous improvement and address feedback.

Program Responsibility

The program will be the responsibility of the champions with support from executive sponsors. By leveraging guidance, resources, and tools from different sources, champions can tailor their approach to achieve the best outcomes for their organization. Champions have the power to make a real impact—helping programs thrive and driving meaningful change along the way.