

Product Leadership Advisory Retainer Agreement

This agreement is between **Andrew Tokeley Ltd** and _____ (Company/You) for **Andrew Tokeley** (Me/I) to provide **monthly** product advisory services as outlined below (the Services), with the first month commencing _____ (Commencement Date).

Overview

This agreement sets out the terms whereby the Company agrees to pay a set monthly amount to ensure access to Andrew Tokeley to provide a range of product leadership advisory services, as required by the Company.

Scope

While the nature of the services provided is intentionally open, the amount of time Andrew Tokeley will make available is agreed to be up to, and generally not exceeding, **8 hours/month**.

Andrew Tokeley commits to maintaining capacity to support the Company for the duration of the agreement and within reason, will be available at relatively short notice.

Andrew Tokeley and the Company will work together to agree on the specific engagements required during each month. Examples include, but are not limited to;

- Working closely with senior management to support product, leadership and teaming decisions
 - Advocating and leveling up on core product principles and practices
 - Supporting the articulation of a clear product vision/strategy
 - Running various workshops to level up and share understanding across the Company.
- Examples include,
- Product Leadership and Teaming; understand product leadership and how to optimize product teams for success
 - OKRs; aligning all teams on a common set of objectives

- Product Discovery; techniques and practices for discovering which customer problems are worth solving and validating proposed solutions
- Prioritisation; diving into the creative art of prioritisation, techniques and practical advice to choosing a path forward
- Roadmapping; how to avoid creating a schedule of disappointment
- Hiring support for product or related roles, including providing feedback on candidates and informal access to my own network of potential candidates.
 - I also offer a more involved [Virtual Hiring Manager](#) service where I act as an extended member of your team to support reviewing and qualifying product leadership candidates.

Fees

Description	Cost (excl GST)
Fixed Monthly Retainer (8hrs) Payments are non refundable, even if cancelling the agreement mid period	\$2000

Costs reasonably incurred to provide any of the services included under this agreement (e.g. travel, accommodation) will be on-charged separately and are not included in the monthly fee.

It is accepted that some months may require more involvement than others. However, the fee is payable regardless of the number of hours actually worked. Andrew Tokeley and the Company will work together to ensure the average number of hours worked each month does not exceed the agreed limit.

As agreed, the retainer can be scaled up or down on a pro-rata basis.

Travel Time

Unless otherwise agreed, if domestic travel outside the greater Wellington region is required as part of this agreement, the time spent in transit will count towards the average time allocated under this agreement, up to a maximum of 2 hours.

Changes

It is agreed that the arrangements outlined in this agreement will continue in effect from month to month unless it is agreed in writing to change them. Either party may cancel or pause the agreement with one month's notice to the other party, or as agreed.

Conflict of Interest

Should I become aware of any potential conflicts of interest during the course of this engagement that could affect my ability to provide services to the Company, I will advise you and work with you to resolve the conflict.

Confidentiality

I will maintain absolute confidentiality with regard to the business affairs of the Company, its officers and trading relationships. I will not use or disclose to anyone any confidential information which belongs to or concerns the Company, its employees or suppliers unless we have the prior written consent of the other or unless required to do so by law.

Approval

_____ dated _____

Name: _____

Role: _____

Company: _____

_____ dated _____

Andrew Tokeley
Andrew Tokeley Limited
Product Leadership Coach