

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 in this Agreement, 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.

Outcomes

You should expect the following outcomes over time and as a result of this engagement.

- Company wide alignment on what it means to be a product leader at your company
- More engaged, empowered and effective product leaders
- Improved alignment of purpose within product teams and across the wider business
- More confidence to make organisational and teaming decisions that affect your product organisation
- If required, better hiring or promotion decisions for product roles

Scope

In general the agreement assumes,

- On Average, **weekly contact**, in person or online - these contact points can be one on one or group sessions.
- Unlimited offline contact during the month via text, phone or email - I will typically respond within the hour, sometimes immediately and always within 24 hours.

We will work together to decide specific areas of your business you would like the most support and advice on. Some examples include, but are not limited to;

- Individual or group coaching sessions for product leaders
- Facilitation of workshops with key leaders across product and business
- Running various workshops to support new initiatives and concepts and help the Company improve alignment. Examples include,
 - Product Leadership and Teaming; understand product leadership and how to optimize product teams for success
 - Product Strategy, Business Strategy and Common Alignment
 - Effective Communication between Key Stakeholders
 - How technology and product teams should work together
 - 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
- Working closely with senior/executive management to support product, leadership and teaming decisions
- Advocating and leveling up on core product development principles and practices
- Working with senior product leaders to clearly define and articulate a product vision/strategy
- 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	\$2500
Payments are non refundable, even if cancelling the agreement mid period	

Invoices will be sent monthly and payment is due by the 20 of the following month.

Costs reasonably incurred to provide any of the services included under this agreement (e.g. travel or accommodation) will be on-charged in addition to 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 number of contact points and engagements throughout the month average out to approximately once a week.

As agreed, the retainer can be scaled up or down to meet the level of engagement required.

Cancellations or 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