



REVIEW GUIDANCE FOR ACCOUNT LEADERSHIP ROLE ASSIGNMENT (ARAL)

Use this guidance to confirm an account leadership role is assigned with clear authority, scope, and accountability.

Review focus

- Confirm the account, role holder, and role scope.
- Confirm authority limits and escalation paths.
- Confirm responsibilities for relationship stewardship and account coordination.
- Confirm compensation or value-sharing references are aligned.
- Confirm duration, replacement, and termination mechanics.

Value Realization lens

The ARAL supports Value Realization by tying account leadership to explicit authority, evidence, and accountability rather than informal relationship ownership.