

The Migration Chart provides a framework for examining, discussing and agreeing on the most significant organizational priorities to help you achieve your vision. Gather your leaders and follow the Migration Chart as it prompts you and your leaders to ask and answer questions in seven key organizational categories. If questions arise as you go through this process, please email me at greg.bustin@bustin.com.

Migration Chart™ – a 1-page planning template

Migration Element	Moving From... (Point A)	Moving To... (Point B)
Revenue (\$\$ + %) Profit (\$\$ + %)		
Strategic Focus		
Major Challenges		
Infrastructure Changes <ul style="list-style-type: none"> • Values, Culture, Structure, Processes, Financial Administration, etc. 		
Personnel Changes <ul style="list-style-type: none"> • Skill, Attitude (Will), Policies, Experience, Staffing Needs, Learning, Mentoring, etc. 		
Sales & Marketing Changes <ul style="list-style-type: none"> • Channels, Markets, Customers, Competitive Advantage, Value Proposition, Materials, etc. 		
Measurement Changes <ul style="list-style-type: none"> • Leading Indicators, Lagging Indicators, Reports, Visibility, etc. 		