

# Migration Chart™ – A 1-page planning template

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