

Year 1

Migration Element	Moving From... (Current State)	Moving To... (Future State)
Revenue Split (\$\$ + %) Profit Split (\$\$ + %)		
Strategic Focus		
Major Challenges		
Infrastructure Changes <ul style="list-style-type: none"> • Structure, Operating Environment, Processes, Financial Administration, etc. 		
Personnel Changes <ul style="list-style-type: none"> • Values, Expertise, Policies, Procedures, Staffing needs, etc. 		
Sales & Marketing Changes <ul style="list-style-type: none"> • Channels, Markets, Customers, Message, Materials, etc. 		
Measurement Changes <ul style="list-style-type: none"> • Metrics, Reports, etc. 		