

INTERNAL COMMUNICATIONS PLAN

OnStrategy Application Upgrade - March, 2018



WHY DO WE EXIST?

Our mission is to transform organizations by transforming the lives of people within them. When people have purpose and meaning in their work they're better employees. Better employees create a better work environment, which in turn creates happier customers. And happy customers become loyal customers. As a result, loyal customers drive growth, profitability, and longevity that impact the financial future of employees and businesses, as well as the communities they serve.

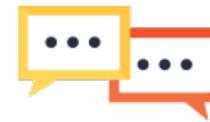
We're not just a strategic services firm. We're not just a software company. We're both. And success in strategy requires both having the right people on your team and the software to execute your strategic plan.



THE CASE FOR CHANGE

We upgraded OnStrategy for one simple reason - our clients told us they wanted a faster, easier way to create and update their plan. With this direct feedback in mind, we rolled up our sleeves and created an application upgrade to that is a fundamental process improvement to their ongoing strategic management. The upgrade will cut the time it takes manage a plan so clients can focus on execution.

The voice of our customers is what drives us forward. We're not just developers out to create lines of software code. We're practitioners who set out to provide an evolution for our software tool to impact the businesses and lives of the organizations we're helping achieve strategic success.



STRATEGIC OBJECTIVE

After spending nearly \$500,000 in development between August and December 2017, OnStrategy needs to support this platform investment by effectively communicating internally to support the roll out of the platform to grow the business and retain our current clients. The objective for this internal communications plan is:

Internal Communications Objective: Increase customer acquisition and retention by 15% in Q2 of 2018 by leveraging our internal team to bring the new OnStrategy Platform to market between March and April (Q1-Q2) of this year.

Due Date: April 31, 2018

Measure of Success: 15% increase in signed customer contracts during Q2 of 2018.

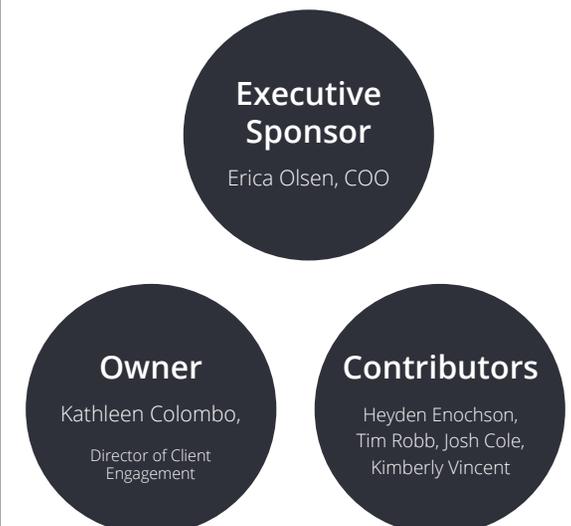
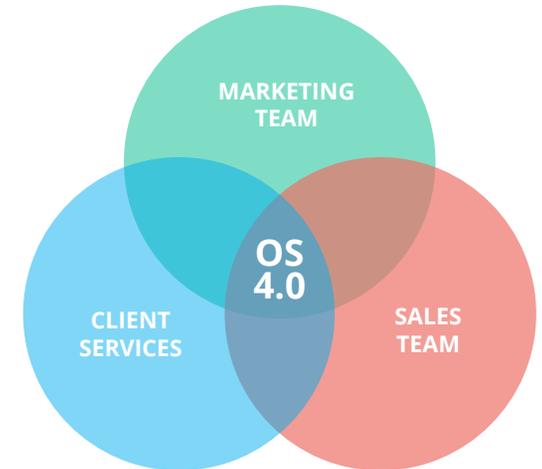
Measure of Success: Increase customer retention from 65% to 80% during Q2 of 2018.

INTERNAL AUDIENCE SEGMENTATION

Internal Collaborators for OnStrategy 4.0

To effectively and efficiently implement the new OnStrategy, the different functioning departments of OnStrategy will need to communicate with conviction and take ownership of their roles in implementation. **This internal communication plan will segment the audiences by job function and desired outcome as this allows for a greater focus of message for each functioning team in OnStrategy.** Audiences include:

Internal Segmentation	Sales Team	Account Managers	Marketing Team
How well does the audience know the issue?	Increased customer acquisition is has been a priority for this team. The sales team is aware of the new software and it's changes, but are not clear in how the new platform affects the core sales processes.	Account managers are aware that acquisition is a priority, but it often becomes second priority to them as they directly manage their accounts. Account managers are very aware we need to work to improve our account retention.	Increasing customer acquisition has been a priority for this team. The marketing team is very aware of the production needs to bring the product to market, but has not developed the product's core messaging or benefits.
Risks?	Failing to adequately adapt the sales process to the new product during product launch.	Not having enough capacity to truly give each account the attention it needs during product launch.	Becoming too overwhelmed with updating marketing assets to develop the product message and launch in a meaningful way.
Outcomes	<p>KNOW: OnStrategy developed a new platform to streamline my organization's strategy management process and make it easier for clients to create and execute a plan.</p> <p>FEEL: Optimistic: The new platform is designed to be more intuitive and help level the playing field with competitors.</p> <p>DO: Learn the new platform's feature set, interface, and begin selling the product to new prospects.</p>	<p>KNOW: The OnStrategy platform been updated to streamline our planning and execution process and the account base will benefit directly from the change.</p> <p>FEEL: Heard. My feedback was heard by used to develop a platform that better meets my client's needs.</p> <p>DO: Complete a training with my strategic accounts and then train my direct reports on how to update their goals and actions in the OnStrategy platform.</p>	<p>KNOW: OnStrategy developed a new platform to streamline my organization's strategy management process and make it easier for us to create and execute a plan.</p> <p>FEEL: Optimistic. OnStrategy changed the platform to make it easier for me to manage my goals.</p> <p>DO: Develop the new software's core positioning, collateral, and bring the product to market.</p>





INTERNAL AUDIENCE: SALES TEAM

Profile: Chelsea Voores, Director of Sales

Length of Time in this Position: 1 year as Director of Sales, 4 years as Sales Manager.

What does she value: Punctuality. Being Concise. Simplicity.

What are her business goals: Drive the growth of OnStrategy through increasing sales and to develop standard, reputable sales processes for the organization. Chelsea wants to see the organization grow from \$2.8M in 2017 to \$3.2M in 2018.

What does the OS Upgrade need to fix, accomplish, or avoid (pain points): The OnStrategy upgrade needs to visually perform better during the sale process against our competition. The upgrade also needs to allow for more flexibility in plan creation to win over more prospects as they research other competitors.

What questions does she have about the upgrade: Chelsea will need to know how the platform fundamentally functions, how the functionality supports OnStrategy's value proposition, and what she needs to highlight during the demo process.

What key actions do we need her to take for communications success: We need Chelsea to be the voice of the OnStrategy upgrade's value proposition and to champion updated the sales process, talk track, and collateral. She needs to leverage the provided value talking points in all of the communications she has with prospects.

Educational Background: MBA, University of Nevada.

Communications strengths: Clarity. Being concise. Staying on-message and using standard vernacular.

Communications weaknesses: Formatting. Knowing when to use which message during the sales process.

Internal communications channels:



Brand preferences: Lexus, Anne Taylor Loft, Lululemon, Nike, Amazon, Apple.

Life beyond OnStrategy: Married, Young Professional, New Mom, Camping, Traveling.

MESSAGE PALETTE : SALES TEAM

Message Proof Points

MESSAGE	PROOF POINT
The OnStrategy Application needed to be upgraded.	<ul style="list-style-type: none"> Many prospective clients during the last year have cited they were looking at other platforms due to OnStrategy's feature set. We have lost business to competitors because of our interface. Our sales process, market position, and fundamental delivery of business has changed. The application needs to match these changes. Customers repeatedly asked for the feature set developed for the new application. The voice of the customer provided the case for change.
Rolling out an application upgrade to the sales team and process will be easy.	<ul style="list-style-type: none"> An audit on our sales material indicates it will take less than five hours to update all collateral. The sales process isn't changing. Just the way we demonstrate the app and it's value during the sales process. Drift, our new chat tool for prospects, supports the roll-out of the application well.
The sales team will work in tandem with the marketing team and development team for successful roll-out.	<ul style="list-style-type: none"> The marketing team has already developed a talk track and value proposition for the new application upgrade. The development team has a scheduled technical training with the organization on 3/29. The marketing team is working to update the supporting material and collateral to support the product launch.

Message Palette

OBJECTIVE		
Increase customer acquisition by 15% in Q2 of 2018 by leveraging our internal team to bring the new OnStrategy Platform to market between March and April (Q1-Q2) of this year.		
MASTER TAKEAWAY		
Our relationship with our client gives us a deeper insight into how our work can better and more positively impact the work and lives of our clients. It's how we were able to develop this upgrade to meet the needs of our clients.		
Target Audience: Sales Team		
<ul style="list-style-type: none"> Sees the application as a weakness in the sales process. Has been pushing for an upgrade for some time. 		
OUTCOME	OUTCOME	OUTCOME
KNOW: OnStrategy developed a new platform to streamline our client's strategy management process, make it easier for clients to create a plan, make progress updates faster, and make data reporting customizable and more robust. <ul style="list-style-type: none"> This doesn't fundamentally change much of the sales process. It simply changes how I demo the platform. 	FEEL: Optimistic. The new platform is designed to be more intuitive and help level the playing field with competitors. <ul style="list-style-type: none"> This upgrade will make OnStrategy more competitive in the marketplace and help me reach my sales goals. The change should improve the performance of my team without huge effort. 	DO: Learn the new platform's feature set, interface, and begin selling the product to new prospects. <ul style="list-style-type: none"> Update my sales talk track. Attend the required training to learn the new features. Use the provided vernacular and value proposition.
MESSAGE	MESSAGE	MESSAGE
YSIC: I should care about effectively rolling out the new application because it will help better position us against our competitors during the sales process. <ul style="list-style-type: none"> An updated application allows me to better show prospects the features and value of our platform. Clearer value proposition and a new interface will help me hit the sales targets I need. 	Rationale: It is well known within the sales team that our platform has a hard time "wowing" users during the trial process, especially to those who are demoing other platforms. <ul style="list-style-type: none"> The new design brings OnStrategy's interface on-par with the competitor's platform. We say we invest in our customer's success. This upgrade is living proof. 	What Changes: What changes is the flow of a sales demo, the supporting sales documents, and some of the language surrounding the application. <ul style="list-style-type: none"> The sales process and primary brand position remains entirely the same – everything from defined value proposition to sales messaging. The way I interact with the platform changes and I need to know the ins-and-outs.



INTERNAL AUDIENCE: SALES TEAM

Profile: Jeff Brunnings, Senior Strategist

Length of time in this position: 5+ years at OnStrategy. 20+ in the consulting industry.

What does he value: Adding value to clients. Teamwork. Creativity.

What are his business goals: Jeff's primary business goal is to create lasting relationships with his clients so he can bring continued value to their organization. Jeff is passionate about making sure his clients see success so they will become retained and managed service accounts.

What does the OS Upgrade need to fix, accomplish, or avoid (pain points): The platform needs to more intuitive during plan creation so he doesn't have to invent "work arounds". Jeff also wants the platform to be easier, faster, and more nimble so his clients spend less time logging into the system and needing technical support to update their strategic plan.

What questions does he have about the upgrade: Jeff's fundamental question will be how the new platform design impacts the delivery of consulting/coaching for his clients during the planning and execution process. What process needed to be fixed, removed, or adapted to meet the new platform's functionality. He will want to know the four key things his clients need to make updating their plans faster and easier.

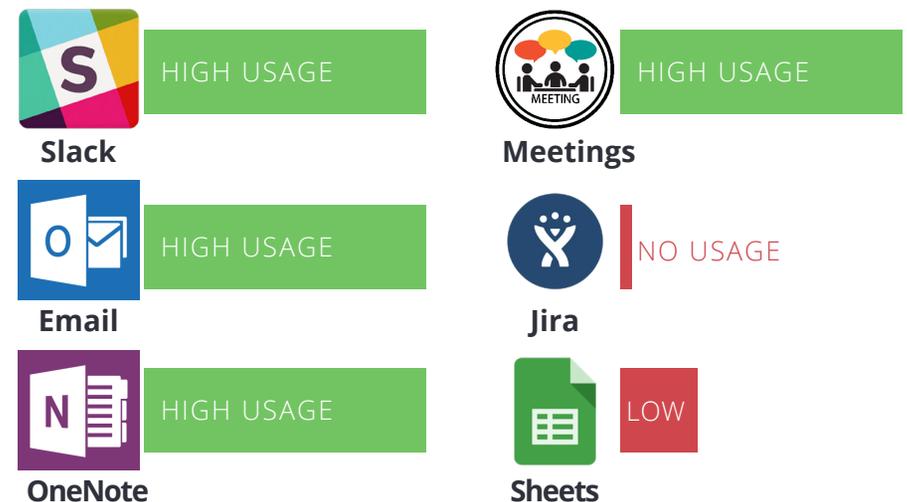
What key actions do we need to take for communications success: Take the provided tools and work with his clients 1:1 to show them the upgrade and how to use the functionality.

Educational Background: BA, Journalism from Cal Poly.

Communications strengths: Brevity. Clarity. Tone.

Communications weaknesses: Consistency.

Internal communications channels leveraged:



Brand preferences: REI, Patagonia, Nissan, Atomic Skis, Vans.

Life Beyond OnStrategy: Singe Dad, Camping, Skiing, Rock Climbing, Hiking, Surfing, Outdoor Adventure.

MESSAGE PALETTE : CLIENT SERVICES TEAM

Message Proof Points

MESSAGE	PROOF POINT
The OnStrategy Application needed to be upgraded.	<ul style="list-style-type: none"> The list of client feedback provided enough data to support the business case for a redesign. The current system required the client services team to develop “workarounds” for certain customer needs. The user experience was not as fast as it needed to be to support our value proposition to customers.
Rolling out an application upgrade to our current clients is a big lift and it is necessary to communicate early and often with clients.	<ul style="list-style-type: none"> The entire user base will need to be retrained. This will fall on the account managers. Big plans have in excess of 200 users. We need to be vigilant to make sure the roll-out is smooth for large plans. There is a lot of material our organization uses to deliver against the business. All of this material needs to be updated to reflect this update.
The client services team must work closely with the development and marketing teams to successfully roll out the is upgrade.	<ul style="list-style-type: none"> The marketing team needs to help update all of the client services collateral. The development team must fully-train the client services team how to use the end-to-end platform. The development team must provide detailed logic and functionality documents to the client services team to answer granular client questions.

Message Palette

OBJECTIVE		
Increase customer retention by 15% in Q2 of 2018 by leveraging our internal team to bring the new OnStrategy Platform to market between March and April (Q1-Q2) of this year.		
MASTER TAKEAWAY		
Our relationship with our client gives us a deeper insight into how our work can better and more positively impact the work and lives of our clients. It's how we were able to develop this upgrade to meet the needs of our clients.		
Target Audience: Sales Team		
<ul style="list-style-type: none"> Has been fighting with “work arounds” to make the old system work for clients. Spend too much time within the old application as the UX is a time-suck. 		
OUTCOME	OUTCOME	OUTCOME
KNOW: The OnStrategy platform been updated to streamline our planning and execution process and the account base will benefit directly from the change. <ul style="list-style-type: none"> This upgrade will make OnStrategy a better experience for my users. The new upgrade will me to retrain the users on the process to update their goals and actions. 	FEEL: Heard. My feedback was heard by used to develop a platform that better meets my client's needs. <ul style="list-style-type: none"> The application is a much needed process enhancement that cuts the time I spend in the system. This is a big retention project to keep my clients engaged and using the platform. 	DO: Complete a training with my strategic accounts and then train their direct reports on how to update their goals and actions in the OnStrategy platform. <ul style="list-style-type: none"> Schedule 1:1 with my account contacts. D ecide on the proper method of team training - be that a scheduled session, strategy review, or automated email training.
MESSAGE	MESSAGE	MESSAGE
YSIC: I should care about effectively rolling out the new application because it will directly affect my interactions with clients. If I do not properly roll out this new application, I will be dealing directly with the repercussions. The new application also makes my job easier as an account manager. <ul style="list-style-type: none"> It makes both my job and the client's job easier. It will affect my client relationships if I do not properly manage this. 	Rationale: I need to protect the relationship I've built with my clients and maintain the service value we provide. The personal relationship I have with my clients is the reason we retain them and I am able make an impact in their business. <ul style="list-style-type: none"> An updated application gives me a valid business reason to personally contact my clients. An updated app reinforces our commitment to client success. 	What Changes: The way I talk about the platform, the way I train my clients, and how we deliver and structure our strategy sessions. While we aren't fundamentally changing our process or methodology, we do need to work on the delivery with the new application. <ul style="list-style-type: none"> I need to make sure I align how we interact with clients to the new application. I need to make sure I am using proper vernacular and terminology.



INTERNAL AUDIENCE: MARKETING TEAM

Profile: Heyden Enochson, Strategic Communications Manager

Length of time in this position: 4 years

What does he value: Creativity. Innovation.

What are his business goals: Heyden's primary focus is to increase customer acquisition, grow OnStrategy's digital brand presence, and keep the organization competitive in the marketplace.

What does OS 4.0 need to fix, accomplish, or avoid (pain points): The OnStrategy upgrade needs to make the application competitive both visually and functionally against the competition.

What questions does he have about the upgrade: He will want to know what the core features do to position the product against the competition. He will also want to understand what value the new application provides, how he needs to present the app visually, and what he needs to provide the client services and sales team from a collateral perspective for successful roll-out.

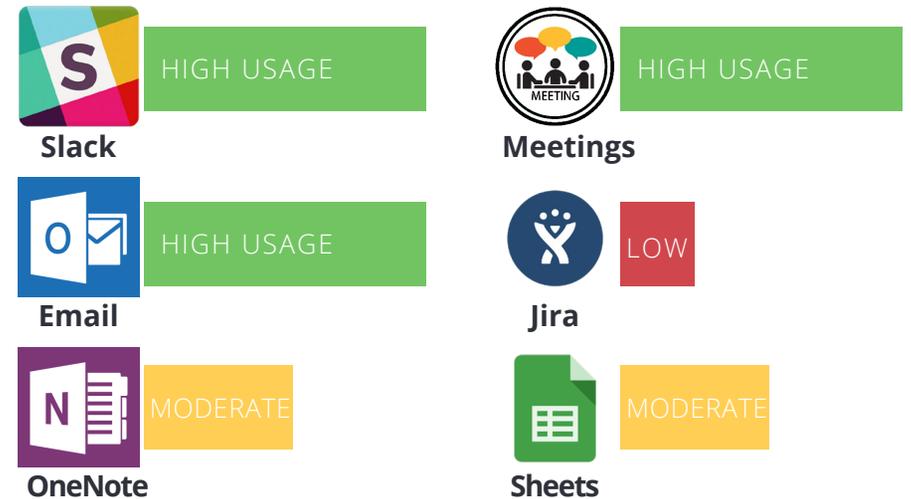
What key actions do we need him to take for communications success: He will need to develop the core messages, language standards, and communications plan for the team to roll-out the upgrade. He will also need to develop all of the supporting visual aids to help bring these messages to life.

Educational background: MA, Journalism (In Progress)

Communications strengths: Consistency. Clarity. Organization.

Communications weaknesses: Over-simplification.

Internal communications channels:



Brand Preferences: Banana Republic, Clark's, Apple, Dell, Nike, Toyota, Home Depot, CB2.

Life Beyond OnStrategy: Engaged, Home-improvement, Snowboarding, Travel, Music Festivals, Art, Design.

MESSAGE PALETTE : MARKETING TEAM

Message Proof Points

MESSAGE	PROOF POINT
The OnStrategy Application needed to be upgraded.	<ul style="list-style-type: none"> Many prospective clients during the last year have cited they were looking at other platforms due to OnStrategy's feature set. There is more competition on the SEO set we rank in. We've redesigned our front-end website four times since the previous application went live. It's time to make the product match the clean design we've developed to market the product.
Rolling out an application upgrade to our current clients and the marketing team plays a big roll in it's success.	<ul style="list-style-type: none"> The marketing team will be responsible for updating all marketing, sales, and client services material previously developed. The team of professional communicators needs to guide the organization to clearly communicate the applications new features. The marketing team needs to create a successful roll-out campaign to both prospects and current customers to get the airtime the new design deserves.
The marketing team needs to work closely with the client services and development team for successful roll-out.	<ul style="list-style-type: none"> The marketing team needs to help update all of the client services collateral. The development team must fully-train the client services team how to use the end-to-end platform. The marketing team will need to take developer speak and digest it so the client services team understands the change. The development team must provide detailed logic and functionality documents to the marketing team to digest into pedestrian language.

Message Palette

OBJECTIVE		
<p>Increase customer acquisition and retention by 15% in Q2 of 2018 by leveraging our internal team to bring the new OnStrategy Platform to market between March and April (Q1-Q2) of this year.</p>		
MASTER TAKEAWAY		
<p>Our relationship with our client gives us a deeper insight into how our work can better and more positively impact the work and lives of our clients. It's how we were able to develop this upgrade to meet the needs of our clients.</p>		
Target Audience: Marketing Team		
<ul style="list-style-type: none"> Has known the application needed an upgrade to be competitive for some time. Consulted on the design to make sure there was consistency between marketing and the new application design. 		
OUTCOME	OUTCOME	OUTCOME
<p>KNOW: OnStrategy developed a new platform to streamline our client's strategy management process, make it easier for clients to create a plan, make progress updates faster, and data reporting customizable and more robust.</p> <ul style="list-style-type: none"> This upgrade will make OnStrategy will better support the brand's positioning. 	<p>FEEL: Optimistic. OnStrategy changed the platform to make it easier for me to manage my goals.</p> <ul style="list-style-type: none"> This upgrade will make OnStrategy more competitive in the marketplace and help me reach my acquisition goals. The change should improve the performance of my metrics. 	<p>DO: Develop the new software's core positioning, collateral, and bring the product to market with excitement.</p> <ul style="list-style-type: none"> Update all client services collateral. Update all marketing collateral. Create a roll-out plan for current clients. Create the value proposition for the new application.
MESSAGE	MESSAGE	MESSAGE
<p>YSIC: I should care about effectively rolling out the application because there is an opportunity for the organization to drastically improve it's acquisition numbers. With OnStrategy's unique value-proposition, it gives the organization the opportunity to weave this application upgrade into the brand story to help position itself against the competition.</p>	<p>Rationale: OnStrategy's application, from a marketing standpoint, has remained flat for the last few years. While the organization has changed drastically from a brand and service perspective, the core software product has not. The case for change is tying the value proposition, services, and brand stories back into the core software product.</p>	<p>What Changes: The primary messages about the software product, the creative for all collateral, and an evolution of the brand story to intertwine an updated product.</p> <ul style="list-style-type: none"> I need to make sure I align how the new application supports the organization's value proposition.

TIMELINE AND OUTCOMES



3/12

CLIENT SERVICES

Client Services Team begins notifying their accounts of upgrade. Call to action in communication is to schedule 30 minute 1:1 to demo the platform between 3/19-4/12.

3/29

MARKETING TEAM

Send system-wide prenotification of application upgrade. All users receive notification.

3/5

MARKETING TEAM

Marketing team delivers value proposition, talk track for demos, and provides communications plan for roll-out.

3/19

MARKETING TEAM

Provide staging server and powerpoint talk track to organization to begin demos. Update all sales collateral. Begin updating client services material.

CLIENT SERVICES

1:1 Client demos begin.

SALES TEAM

Start using the new application in scheduled sales calls.

4/11 APP GOES LIVE

MARKETING TEAM

Begin updating marketing collateral. Have all client service material complete. Have all onboarding material in place.

CLIENT SERVICES

Begin all-user client training.

PLAN OVERVIEW

OBJECTIVE

Increase customer acquisition and retention by 15% in Q2 of 2018 by leveraging our internal team to bring the new OnStrategy Platform to market between March and April (Q1-Q2) of this year.

WHAT

OnStrategy created the new platform **based on client feedback** to make creating, managing, and executing a strategic easier, faster, and nimbler. Our relationship with our client gives us a deeper insight into how our work can better and more positively impact the work and lives of our clients.

Target Audience: Sales Team	Target Audience: Client Services Team	Target Audience: Marketing Team
<p>KNOW: OnStrategy developed a new platform to streamline our client's strategy management process, make it easier for clients to create a plan, make progress updates faster, and data reporting customizable and more robust.</p> <p>FEEL: Optimistic: The new platform is designed to be more intuitive and help level the playing field with competitors.</p> <p>DO: Learn the new platform's feature set, interface, and begin selling the product to new prospects.</p>	<p>KNOW: The OnStrategy platform been updated to streamline the planning and execution process and my accounts will benefit directly from the change.</p> <p>FEEL: Heard & Optimistic My feedback was heard by used to develop a platform that better meets my client's needs.</p> <p>DO: Learn how the new system works compared to the old system. Complete a training with my strategic accounts using the provided collateral and talk track.</p>	<p>KNOW: OnStrategy developed a new platform to streamline our client's strategy management process, make it easier for clients to create a plan, make progress updates faster, and data reporting customizable and more robust.</p> <p>FEEL: Optimistic. OnStrategy changed the platform to make it easier for me to manage my goals.</p> <p>DO: Develop the new software's core positioning, collateral, and bring the product to market with excitement.</p>
<p>Supporting Messages</p> <p>YSIC: I should care about effectively rolling out the new application because it will help better position us against our competitors during the sales process. An updated application allows me to better show prospects the features and value of our platform. Clearer value proposition and a new interface will help me hit the sales targets I need.</p> <p>Rationale: It is well known within the sales team that our platform has a hard time "wowing" users during the trial process, especially to those who are demoing other platforms. While the primary reason behind changing OnStrategy isn't to make the platform simply look better, it is certainly helpful the new design brings OnStrategy's interface on-par with the competitor's platform.</p> <p>What Changes: The sales process and primary brand position remains entirely the same - everything from defined value proposition to sales messaging.</p> <p>What changes is the flow of a sales demo, the supporting sales documents, and some of the language surrounding the application.</p>	<p>Supporting Messages</p> <p>YSIC: I should care about effectively rolling out the new application because it will directly affect my interactions with clients. If I do not properly roll out this new application, I will be dealing directly with the repercussions. The new application also makes my job easier as an account manager.</p> <p>Rationale: I need to protect the relationship I've built with my clients and maintain the service value we provide. The personal relationship I have with my clients is the reason we retain them and I am able make an</p> <p>eWhat Changes: The way I talk about the platform, the way I train my clients, and how we deliver and structure our strategy sessions. While we aren't fundamentally changing our process or methodology, we do need to work on the delivery with the new application.</p>	<p>Supporting Messages</p> <p>YSIC: I should care about effectively rolling out the application because there is an opportunity for the organization to drastically improve it's acquisition numbers. With OnStrategy's unique value-proposition, it gives the organization the opportunity to weave this application upgrade into the brand story to help position itself against the competition</p> <p>Rationale: OnStrategy's application, from a marketing standpoint, has remained flat for the last few years. While the organization has changed drastically from a brand and service perspective, the core software product has not. The case for change is tying the value proposition, services, and brand stories back into the core software product.</p> <p>What Changes: The primary messages about the software product, the creative for all collateral, and an evolution of the brand story to intertwine an updated product.</p>

PLAN OVERVIEW

Sales Team Tactics	Client Services Team Tactics	Marketing Team Tactics
<p>TACTIC: Sales Training, In-Person</p> <p>TACTIC: Sales Talk Track, Digital PDF</p> <p>TACTIC: Sales Talk Deck, Powerpoint</p> <p>TACTIC: Sales Form, Digital PDF</p> <p>TACTIC: Drift, Digital Chat Channel</p>	<p>TACTIC: Platform Training, In-Person</p> <p>TACTIC: Platform Training, Digital PDF</p> <p>TACTIC: Platform Training, Powerpoint</p> <p>TACTIC: Platform Training, Video</p> <p>TACTIC: Email Messages</p> <p>TACTIC: Phone Call Outreach</p> <p>TACTIC: In-Application Walk-Through</p> <p>TACTIC: In-Application Walk-Through</p>	<p>TACTIC: Message Development, In Person</p> <p>TACTIC: Website Changes</p> <p>TACTIC: Updated Sales Videos, Digital</p> <p>TACTIC: Updated Brochures</p> <p>TACTIC: News Release & Press Coverage</p> <p>TACTIC: Written Digital Content</p> <p>TACTIC: Youtube Digital Content</p> <p>TACTIC: Social Media</p>
<p><u>Measure of Success</u></p> <p>Increase in sales by 15% by the end of Q2.</p>	<p><u>Measure of Success</u></p> <p>80% strategic accounts trained by the end of Q2.</p> <p>Decrease in at-risk accounts by 5% by the end of Q2.</p>	<p><u>Measure of Success</u></p> <p>Increase in customer acquisition (NOT SALES) by 15% by the end of Q2.</p> <p>10% increase in web traffic over same quarter of previous year.</p>
<p><u>Resources</u></p> <p>Area of Focus Owner: Kathleen Colombo</p> <p>Team Supporting Execution: Vanessa Lindeburg, Sarah Porter, Heyden Enochson</p> <p>Hour Estimate: 150</p>	<p><u>Resources</u></p> <p>Area of Focus Owner: Kathleen Colombo</p> <p>Team Supporting Execution: Tim Robb, Kim Vincent, Jeff Brunings, Connie Anderson, Josh Cole, Heyden Enochson</p> <p>Hour Estimate: 350</p>	<p><u>Resources</u></p> <p>Area of Focus Owner: Heyden Enochson</p> <p>Team Supporting Execution: Todd Ballowe, Shannon Sage</p> <p>Hour Estimate: 150</p>