

The Before & After Transformation Grid



<u>BEFORE</u>	What's the product/service?	<u>AFTER</u>
What's the situation		What's the situation?
How do they feel about it?		How do they feel about it?
How does an average day look?	Who's it for?	How does an average day look?
What does this mean for them?		What does this mean for them?