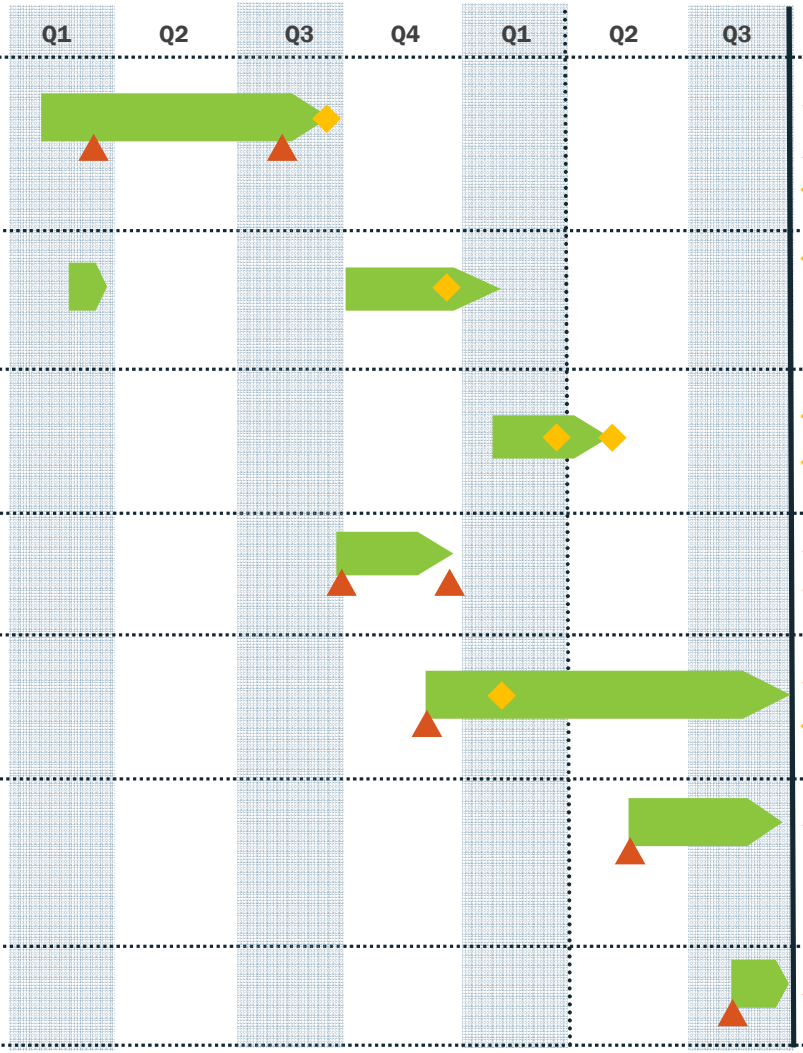
# INTERNAL SERVICE OFFERING

## DEVELOPMENT ROADMAP




| Phase: Activity | Milestones | Key Outputs |
|---|---|---|
| **Phase I:** Develop Business Case & Acquire Funding | 8/31 – Leadership Checkpoint, Business Case<br>10/12 – Leadership Checkpoint, Business Need Analysis<br>10/24 – Business Case final | • Business Case Document<br>• Offering Development Roadmap<br>• Preliminary Plan & Approach |
| **Phase II:** Define Offering & Assets (plan / analyze / design) | 11/16 – Leadership Checkpoint, Cost / Pricing, Tiers & Offer messages | • Phase I Sponsor Deck<br>• Offering Structure, Cost / Pricing<br>• Offering Pitch Deck<br>• Asset Development Plan |
| **Phase III:** Develop Assets (build / test) | 12/18 – Leadership Checkpoint, Assets, Sales Approach<br>1/11 – Refine & Finalize | • Knowledge Assets<br>• Marketing Materials |
| **Phase IV:** Create Finalized Internal Marketing Plan & Approach | 10/31 – Assign Client Targets<br>11/20 – Finalize Client Target | • Finalized Internal Marketing Plan & Approach |
| **Phase V:** Deploy & Manage New Asset | 11/20 – Deploy assets on KM tool<br>12/07 – Train Employees, Deliver Communications | • Asset deployment on KM tool<br>• Draft 3 & 5 Year Offering Plan<br>• Training, Communications |
| **Phase VI:** Monitor Asset Performance | 1/15 – Leadership Checkpoint, Offering Performance, 3 & 5 Yr Plan | • Process & owners for ongoing asset and performance monitoring |
| **Phase VII:** Harvest & Refine | 2/15 – Leadership Checkpoint, Offering Performance | • Ongoing asset and implementation performance monitoring |

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