

Pain/Gain Model of Action

State the current situation and what the change would be. If there are multiple changes, do this chart multiple times. Don't combine into one scenario. Utilize this to compare and contrast two scenarios at a time to keep it just to straight up facts for each particular case.

	PAIN	GAIN
CURRENT (Status Quo):	What is the pain or cost to remain in the current situation?	How do you benefit from the current situation?
FUTURE (Change):	What costs have to be paid in order to make the change?	What are the benefits of making the change?



Questions for the status quo:

Questions for the change:

Other thoughts:

