



# Mint Partnership | Masters Events | Common Threads

## M365 to Google Workspace Migration Plan

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## What We're Building Toward

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Our call made it clear that this migration carries more complexity than I was initially expecting, so I took some time to analyze things (at least initially) and put this together so we have something concrete for our next conversation.

The end state is a single Google Workspace organization managing all the domains. In practical terms, that means:

- Every staff member on a company-controlled Google account (email, calendar, Drive, Chat)
- Email flowing through Google instead of Microsoft
- Files migrated from SharePoint and OneDrive to Google Shared Drives
- Distribution lists and shared mailboxes recreated as Google Groups
- Google Analytics, Search Console, Ads, and Business Profile properties transferred to company-controlled accounts
- Clear organizational units with appropriate access levels across the entities
- Staff who work across multiple entities can send and receive from all relevant domain addresses through a single inbox

Microsoft 365 stays active for ~2-3 months after migration as a safety net. Nothing gets deleted from the Microsoft side until everyone confirms the new setup is working.

## The Personal Account Situation

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When someone creates a Google account with their work email (say, emily@mintpartnership.com), it gives them a full Google identity: Drive storage, YouTube history, sign-in-with-Google for other apps, etc. It's a personal account that happens to sit on a corporate address.

When we claim the domain for Google Workspace, Google detects these existing personal accounts and flags them as conflicting. They can't coexist with a managed Workspace account on the same email address.

There are two resolution paths, and which one applies depends largely on the person's situation:

**Option A: Transfer.** The personal account gets absorbed into the company's Workspace. The user keeps all their data, but the account becomes company-managed. This is the simpler path and likely the right default for most staff, especially where the account was created purely to access client-shared Google Drive folders and doesn't hold much personal data. Worth noting: anything in that account (Drive files, YouTube history, app logins) becomes visible to the company admin, so we need to confirm with each person that they're comfortable with that before proceeding.



**Option B: Rename.** The user moves their personal Google account to a different email address (any personal email they have). This frees the corporate address for a fresh Workspace account. Nothing is lost; the personal data just lives under a different email. This is the right path for anyone who does have personal content in the account they'd rather keep separate. The trade-off here is that any client-shared Drive folders will still be linked to the old (now personal) account, so we need to re-establish that access from the new Workspace account during the migration; otherwise people drift back to using their personal account for work files out of convenience.

Which path each person takes is something we'll determine during the discovery phase. For former employees or unreachable accounts, we can force the resolution from the admin side.

Before any of this happens, we audit who owns what. If someone's personal account controls a Google Analytics property or a shared Drive folder used by the business, we transfer that ownership to a company-controlled account first, then resolve the personal account. This is one of the most important sequencing details in the whole migration, and a key reason the discovery phase needs to be thorough.

## The Plan

The timeframes below are rough estimates. They assume a reasonable cadence of exchanging information with the team and are subject to unforeseen discoveries during the audit phase. I'll have a much tighter picture after initial discovery.

### Phase 1: Discovery and Audit

~2 weeks

We run a parallel set of information-gathering activities:

- Export the M365 user list and configuration (distribution lists, shared mailboxes, mail flow rules, active licenses)
- Send a staff audit form to all employees
- Audit all Google properties (Analytics, Search Console, Ads, Business Profile, YouTube, Tag Manager) to identify who owns what and what needs transferring before accounts get resolved
- Document ActiveCampaign and HubSpot integration points (these connect to the email infrastructure and could break at cutover if not handled)
- Snapshot all DNS records for all domains (MX, SPF, DKIM, DMARC)

**Deliverable: a Current State Assessment that maps every user, every tool, every integration point, and every Google property to its owner and migration path.**



## Phase 2: Architecture and Sign-Off

~1 week (overlaps with Phase 1)

Using the audit results, we design the target state:

- Primary domain, secondary domains, alias configuration
- Organizational unit structure (who goes where, what policies apply)
- Shared Drive folder layout (we can either mirror the current SharePoint structure or take this as an opportunity to reorganize, but that decision is better made once we have the data from the audit; no need to commit now)
- Google Groups configuration (replacing distribution lists and shared mailboxes)
- Google Workspace edition selection (Business Standard at ~\$14/user/month is the likely fit; includes 2TB storage per user and all collaboration tools)

**Deliverable: the finalized Migration Plan (this document, refined with specifics from the audit), a Risk Register, and per-user migration cards.**

## Phase 3: Workspace Setup and Account Resolution

~1-2 weeks

This is where things start happening:

- Sign up for Google Workspace on the primary domain
- Verify all domains via DNS TXT records (email still flows through Microsoft at this point; we're not touching mail delivery yet)
- Check the Admin Console's Transfer Tool to get the authoritative list of conflicting accounts on each domain (this tells us exactly who has an unmanaged Google account, regardless of what they reported on the form)
- Transfer ownership of any business-critical Google properties (Analytics, Search Console, Ads, Business Profile) from personal accounts to a company-controlled holding account, before anyone's account gets resolved
- Create Workspace accounts immediately for everyone who does NOT have a conflicting account
- Pilot the account resolution with 1 user (likely you, Steve). Walk through the process, verify the new Workspace account works, and use that experience to refine the instructions for everyone else
- Send instructions to all staff with a step-by-step guide and a video walkthrough
- Resolve conflicting accounts one by one (Transfer or Rename, cross-referencing the Admin Console list with form responses to determine the right path for each person)
- Create the remaining Workspace accounts as conflicting addresses free up



- Configure security policies, 2FA enforcement (with a ~2-week grace period for users to set it up), Google Groups, email routing, and organizational units

## Phase 4: Data Migration

~1-2 weeks

We migrate data from Microsoft to Google using Google's built-in migration tools:

- Email, calendar events, and contacts via the Google Data Migration Service (runs server-side, in the background)
- SharePoint document libraries to Google Shared Drives
- OneDrive personal files to individual Google Drive accounts

**What migrates automatically:** email messages and folder structure (folders become Gmail labels), calendar events (including recurring events and attendee lists), contacts, and file content.

**What needs manual recreation:** Outlook email rules (recreated as Gmail filters), email signatures, SharePoint permissions and version history (partially preserved), and any Teams integrations with third-party apps.

Note on Microsoft throttling: Microsoft limits data export speeds (~10GB per mailbox per day). For larger mailboxes, migration runs in the background over several days. Users can work normally during this time.

## Phase 5: MX Cutover

~1 week

This is when email starts flowing through Google instead of Microsoft. We do this one domain at a time, never all at once.

**Preparation (done a few days before cutover):**

- Lower the DNS TTL on MX records so changes propagate faster
- Set up and verify DKIM (email authentication)
- Prepare updated SPF records that include Google, ActiveCampaign, and HubSpot as authorized senders
- Prepare DMARC records
- Notify all staff ~48 hours before the first cutover

**Cutover day (per domain):**

- Update MX records (redirects incoming email to Google)
- Update SPF, DKIM, and DMARC records (ensures outgoing email is trusted)
- Test email flow: internal, external, inbound, and outbound
- Monitor throughout the day

We repeat this for each domain on separate days, learning from each one.



## Phase 6: Stabilization and Handoff

~1 week+

- Re-establish access to client-shared Google Drive folders (users request access from their new Workspace accounts, or we transfer ownership where appropriate)
- Recreate important Outlook rules as Gmail filters
- Set up email signatures
- Move Google property ownership from the temporary holding account to the final Workspace accounts
- Optional (as needed): training sessions, one per team, ~45 minutes each, covering Gmail, Drive, Calendar, and Chat
- Admin handoff: you get Super Admin access and a walkthrough of the Admin Console (if needed)

Microsoft 365 stays active throughout. Someone checks the old mailboxes daily for the first week (in case emails trickle in through cached MX records), then weekly for the remainder of the overlap period.



## What to Expect During the Transition

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I want to be upfront about this: there will be a period during the migration where things feel a bit in-between. Some people will already be on Google while others are still on Microsoft. Calendar invites might show up in two places. Files will live in OneDrive and Drive simultaneously for a while. This is normal and expected for any migration of this kind, and it's temporary.

We manage this by moving one domain at a time, never all at once, and by keeping Microsoft 365 fully active until each domain is confirmed stable on Google. Nobody loses access to anything; the overlap is intentional, not accidental.

That said, I'm very aware that for the people going through it, even a well-managed transition can feel disruptive if they don't understand what's happening and why. The technical complexity of the migration is one thing and the subjective experience is a complete other. I will make sure that someone who isn't technically minded doesn't have to figure out what's going on by themselves. At every stage, affected users will get clear instructions for exactly what they need to do and when. I'll be tracking progress daily on my end, so nothing slips through the cracks.



# Risk Register

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Every migration has edge cases. These are the ones I can anticipate so far; more will become known after initial discovery, and I'll update this section as the picture sharpens.

## Email deliverability issues after cutover

If DKIM or SPF records are misconfigured, outgoing email from the new Google accounts could land in spam. **Mitigation:** we set up and verify DKIM days before cutover, test with external addresses, and monitor delivery rates in the Admin Console for the first week.

## Staff slow to resolve personal accounts

Some people will procrastinate or struggle with the technical steps. **Mitigation:** clear instructions, a video walkthrough, direct support for anyone who gets stuck, and automated reminders. We track completion centrally and follow up individually.

## Orphaned Google property ownership

If a former employee's personal account owns a GA or GSC property and that person is unreachable, recovery is slow (Google's verification process can take weeks). **Mitigation:** we identify all property ownership during Phase 1 and start transfer requests immediately.

## SharePoint migration imperfections

File permissions, version history, and some metadata won't transfer perfectly. This is a known limitation of any SharePoint-to-Drive migration. **Mitigation:** document what will and won't carry over before we start, so there are no surprises.

## Lost email during DNS propagation

After changing MX records, there's a window (typically 30 minutes to a few hours; rarely up to 72 hours) where some email servers have the old records cached. **Mitigation:** we keep the Microsoft mailboxes active and monitor both systems during the transition.

## ActiveCampaign or HubSpot deliverability impact

These tools send email on behalf of the company domain. When SPF records change, their sending authorization could break. **Mitigation:** we include their SPF entries in the updated records from day one and verify delivery before cutover.

## SPF lookup limit

SPF records have a 10 DNS lookup limit. Google, ActiveCampaign, and HubSpot each add lookups. If the total exceeds 10, all SPF validation fails. **Mitigation:** we audit the SPF chain during Phase 1 and use SPF flattening if needed.



## Side Note: What About Teams?

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Google Chat Spaces are the functional equivalent of Teams channels: persistent group conversations, file sharing, threaded replies, and integration with the rest of the Workspace suite. Google also provides a migration tool (currently in beta) that can import Teams channel history into Chat Spaces.

Whether it's worth migrating Teams history depends on how much of it is actively referenced. If Teams usage is light (which seems to be the case), it might make more sense to archive the history as-is and start fresh in Google Chat. We can make that call during the discovery phase.

## Timeline Overview

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Phase	Duration	Key Milestones
Discovery & Audit	~2 weeks	Staff form sent, M365 export, Google property audit
Architecture & Sign-Off	~1 week	Target state designed, plan finalized
Setup & Account Resolution	~1-2 weeks	Workspace live, pilot run, accounts resolved
Data Migration	~1-2 weeks	Email, calendar, files migrated (runs in background)
MX Cutover	~1 week	Email switches to Google, one domain at a time
Stabilization & Handoff	~1 week+	Training (optional), admin handoff, monitoring

Active work: ~5-8 weeks depending on staff responsiveness during the account resolution step and the pace of information exchange. Microsoft 365 coexistence: an additional ~2-3 months (not active work; just a safety net).

## Admin Access and Ongoing Management

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During the migration, I'll set up and manage the Google Workspace as the initial admin. You'll have full admin access and visibility throughout, so nothing happens behind closed doors.

After the migration is complete, the day-to-day administration (adding or removing users, resetting passwords, security settings) is straightforward and well-documented. How we split that ongoing is flexible; I'm happy to stay involved for as long as it's useful, or hand over fully once you're comfortable. We can figure out the right arrangement as we go.



## Costs

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### **Google Workspace licensing** (recurring):

Business Standard: ~\$14/user/month (~\$430/month for 30 users). The exact edition will be confirmed during the architecture phase; this is the most likely fit based on what we discussed.

### **Migration tooling** (one-time, if needed):

Google's native tools handle most of the migration at no extra cost. If we need third-party tools for specific gaps, that's roughly ~\$15-18 per user as a one-time cost. We'll know after the audit whether this is necessary.

### **M365 overlap:**

Whatever the current M365 bill is, running for ~2-3 months in parallel while the new system stabilizes.

## Where Do We Start?

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If this looks like the right direction, I'd suggest we start with a follow-up call to align on a few specifics before anything gets set in motion:

1. Walk through any questions or flags this document raises.
2. Confirm M365 admin access and DNS registrar access (or who holds them).
3. Confirm who manages the YouTube channel, Google Ads, and Google Business Profile listings.
4. Decide on the primary domain.
5. Align on the staff audit form and when to send it.

