

Pioneer-Migrator-Settler Map

"Settler" is a product or service that offers incremental changes. Everything in this plot is about taking what the market already has and making it better. "Pioneer" is the opposite of Settler. It is a product or service that doesn't already have customers—something new to the market. And "Migrators" are the middle option, blending the two. They are some of the best products on the market, but they aren't actually innovating (like Pioneers).

Complete the Pioneer-Migrator-Settler Map by identifying the "key businesses or product/service offerings in your portfolio," followed by "identifying which offerings are pioneers, migrators, and settlers." Once you have done this, you will be ready to plot your portfolio. - From *Blue Ocean Shift*, page 91-93.

Print this map and use a pen to write values in each.

Pioneer
Value Innovation

Migrator
Value Improvement

Settler
Value Imitation
