

the PMS Map



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- Bring together your team of executives and any staff or stakeholders whose knowledge can contribute to the mapping process (eg: product managers, valued suppliers etc).
- Begin by discussing your **current** product/service offerings
- Identify first which of your products/services are settlers. These offerings may still make your company good revenue, but they won't offer future growth. Plot them as circles on the map.
- Identify and plot any products/services that are migrators. This means your business is amongst the leaders in the market and generating significant revenue.
- Finally does the business have a pioneer? Pioneers are rare. If you think you have a pioneer but its not yet proving successful, plot it with a '?' in the centre.
- Now plot a **future** portfolio. How will your service offerings move in the future? Are there migrators that will become settlers? Do you have a settler that with change could become a migrator? Where is the opportunity amongst existing offerings to enact a strategic move that creates a pioneer?