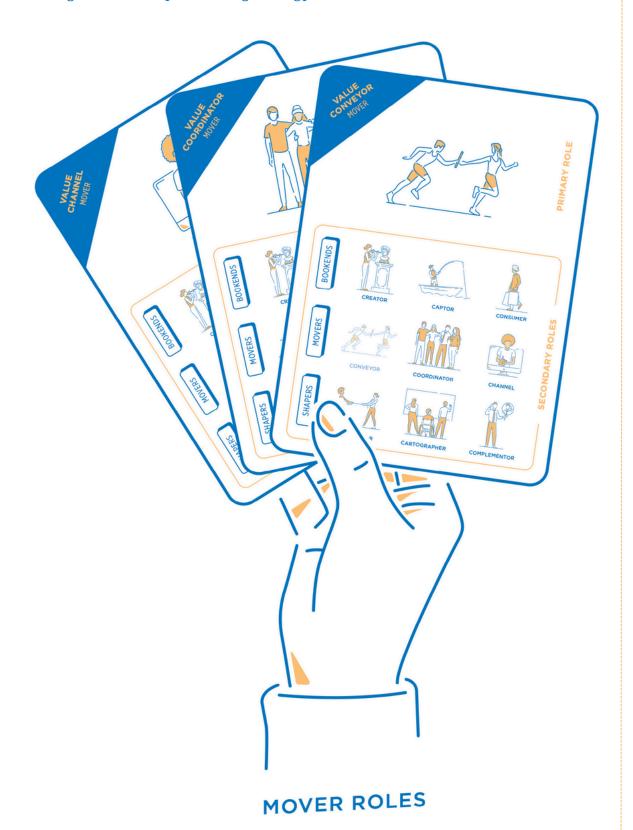# Tools For Working With Movers

A quick reminder: Movers are where and how value is moved across the system.

There are three key roles: Channel, Conveyor, Co-ordinator.

Once you have mapped them you can think about how you might work with them and identify strategic moves to align them with your scaling strategy.

MOVER ROLES

Working with Channels

Value Channel: A Mover that does not add value to the innovation itself

CREATOR → Level of Value → CHANNEL → Level of Value → CONSUMER

1. Create a list of all your existing Value Channels
2. Create a list of potential new Value Channels as you scale.

Existing Value Channels	Potential New Value Channels

Exercise: Strategic Moves

Look again at your Value Channels and think about how you might strategically develop their role to help strengthen your Value Network.

CHANNELS	STRATEGIC MOVES	HOW WILL WE ENABLE THIS?

Working with Conveyors

Value Conveyor: Conveyors increase the value of the innovation as they supply or move components of the innovation.

1. Create a list of all your existing Value Conveyors
2. Create a list of potential new Value Conveyors as you scale

Existing Value Conveyors	Potential New Value Conveyors

Exercise: Strategic Moves

What strategic moves could be attempted with your Value Conveyors?
Look again at your Value Creators and think about how you might strategically develop their role to help strengthen your Value Network.

CONVEYORS	STRATEGIC MOVES	HOW WILL WE ENABLE THIS?

Working with Coordinators

Value Conveyor should add value for the Value Creators and Value Consumers.

1. Create a list of all your existing Value Coordinators
2. .Create a list of potential new Value Coordinators as you scale.

Existing Value Coordinators	Potential New Value Coordinators

Exercise: Strategic Moves

Look again at your Value Coordinators and think about how you might strategically develop their role to help strengthen your Value Network.

COORDINATORS	STRATEGIC MOVES	HOW WILL WE ENABLE THIS?

MOVERS SCALEBILITY ASSESSMENT

For Movers, rank where you think your innovation is now. Decide where you are currently placed, and then decide on where you need to be to achieve your scale goal, i.e., where you need to be within the next 12–36 months. Score them 1–5 to indicate the level for each area. You may use just one type of Mover, or use two or more types. The important thing is to have a strategy for how you will scale through your Movers.

Remember, you probably won't use all of the Mover roles to scale. Just complete the ones that are relevant for you
.
We have provided a space for any areas that we have not covered in this chapter that you think is a gap that needs to be plugged for the Movers.

SCORING

1. We are nowhere on this
2. We have thought about it
3. We have a plan
4. We have a tested approach
5. We have a scalable approach

SECTION	CHECKLIST	Score Now	Score at Scale Goal	Gap
Value Channels	**1** — Are our current channels the right ones for scaling?			
Value Channels	**2** — Should we take on a channel role?			
Value Conveyors	**3** — Are our current conveyors the right ones for scaling?			
Value Conveyors	**4** — Should we take on a conveyor role upstream?			
Value Conveyors	**5** — Should we take on a conveyor role downstream?			
Value Conveyors	**6** — Are our conveyors capturing the right amount of value?			
Value Coordinator	**7** — Is our coordinator the right one for scaling?			
Value Coordinator	**8** — Are our coordinators capturing the right amount of value?			
Value Coordinator	**9** — Should we take on a coordinator role?			
Other	**10** — Any other gaps?			
Totals				