Mapping Assets

**Purpose**
This tool supports the first Strategic Question: **What could we do together?**

**Application**
Any collaborative effort takes a variety of skills and resources. Assets can be tangible (places to meet, money, Internet resources, and so on) or intangible (knowledge, experience, networks, passions).

Focus the conversation not so much on what people do, but on what they are willing to share to a new network. Listen carefully for what people are willing to share and how we might build connections among these assets. Some examples are below.

**Physical Assets Examples**
- **Building** Meeting space, conference facility, kitchen facility, phone bank
- **Location** Business Incubator, high traffic area, easily accessible
- **Other** Computers available, copiers, workstations, plotters, etc.

**Networks/Connections Examples**
- Association of 10 University presidents
- Small businesses that have used SBDC services
- Networks of school superintendents, mayors, angel investors, church leaders, chambers, economic organizations, etc. throughout the region
- Specific interest areas such as veterans, youth, older workers, etc.

**Institutions/Organizations**
What organizations do you work for, belong to or have a relationship with that could lend expertise, credibility or resources? Could they handle fiduciary responsibility of a new project?

**Skills Examples**
- **Technology** PowerPoint whiz, social media guru, speed typist
- **Creative** Photographer, writer, artist
- **Other** Singer, dancer, motivator, organizer, chef, event organizer

**Communication**
- **Public Speaking** Platforms such as Rotary Clubs, community groups and service clubs
- **Written** Blog, newsletter, publication opportunities, editor
- **Media** Broadcast experience, filming, directing, editing

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