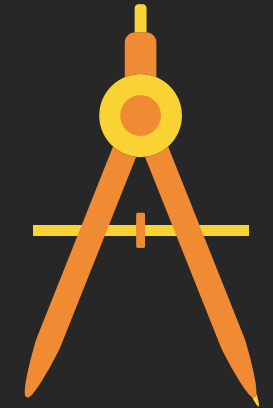


Tool 5 // Asset Mapping



Some thoughts before you start...

As organisations we have a range of assets at our disposal that enable us to deliver our mission. In times of crisis, challenge and change we need to consider our assets carefully to think about how they might be deployed differently to protect our priority areas.

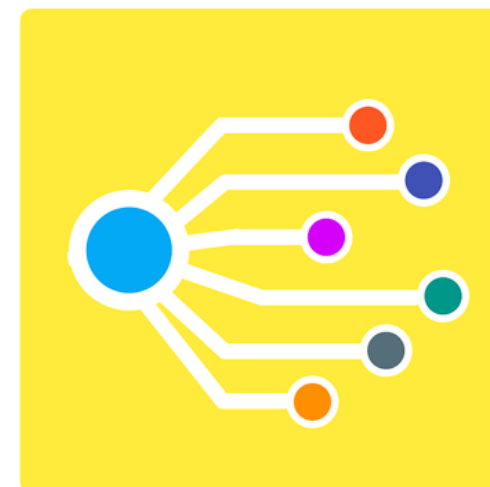
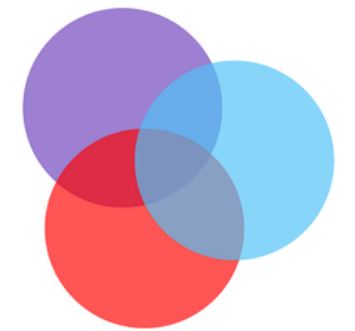
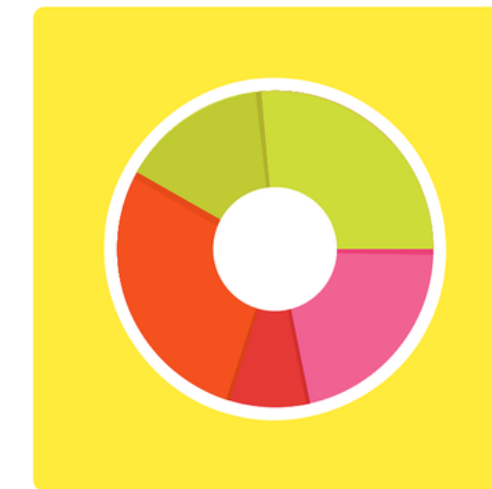
This might mean disposing of assets temporarily, realigning job roles, or thinking creatively about assets we need to acquire to have even more impact. All of this requires sensitive communication and engagement. Teams will be better equipped to support the business planning process if they understand what is changing and why.

Tool 5 // Step One



Step One: (also see template on next slide)

Identify the main assets that your organisation can deploy. What do you have available? Include tangible (buildings, collateral, equipment, people, vehicles etc) and intangible assets (contacts, networks, values, passions) and think about them as broadly as you can. You might find it useful to organise your assets under the following headings - Sector, Organisation, Individual.



Tool 5 // Step One Template



Step One:

Identify the assets you have.



Tool 5 // Step One Template Example



SECTOR

- Money, building & other resources
- Shared vision, passions & goodwill
- Influence and power
- Time, knowledge & expertise
- Leadership
- Services

ORGANISATION

- Vision
- Networks & Influence
- Partnerships
- Super-users, fans & members
- Buildings & equipment
- Money
- Staff & Associates
- Content & Collateral
- Data

INDIVIDUAL

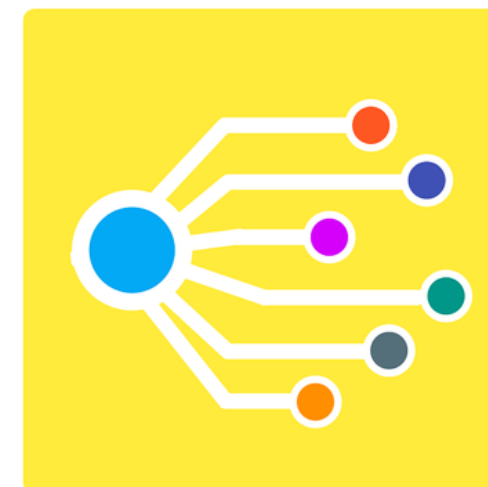
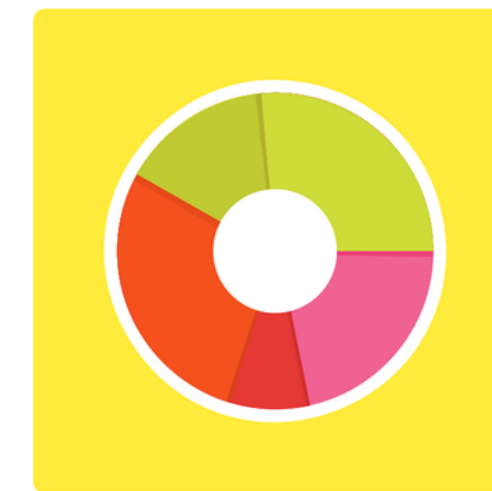
- Power
- Passion & care
- Talent, skills, experience & knowledge
- Time

Tool 5 // Step Two



Step Two: (also see template on next slide)

Once you have made a note of all your assets, organise them into four categories (heavily used, under-used, missing, no longer needed) and think about if there is potential for any of your assets to be put to a different use, given the current situation you are facing.



Tool 5 // Template

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Step Two

Organise your assets into different groups and identify the action needed

	ASSETS	ACTION YOU NEED TO TAKE
1.USED / HEAVILY USED		
2.UNDER-USED		
3.MISSING		
4.NO LONGER NEEDED		

Tool 5 // Example

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Step Two

Organise your assets into different groups and identify the action needed

	ASSETS	ACTION YOU NEED TO TAKE
1.USED / HEAVILY USED	Laptop Resources Tools Home Office	Back up laptop Data storage and digital health check Use time to refresh tools and resources Invest in home office as a more permanent workplace
2.UNDER-USED	People management skills Brain capacity	Offer time and capacity to existing clients and colleagues Work with network of freelancers to identify new opportunities to share our learning for the benefit of the sector Offer free mentoring to people managing teams
3.MISSING	Digital engagement skills	Explore learning opportunities for online facilitation and training
4.NO LONGER NEEDED	Car	Defer car service