

# Building a business plan - asset mapping



CHANGE CREATION



[www.changecreation.org](http://www.changecreation.org)



[@cancreatechange](https://twitter.com/cancreatechange)

# Tools to help you to identify the assets you have available and how to deploy them

- This is a tool to help identify the things that you have at your disposal to deliver your mission and to think about how they might be deployed in this changed world we are operating in.
- The second part of the tool invites you to organise your thinking into some priority actions to protect, maximise or dispose of assets, or what assets you might need to acquire to have even more impact.



# How to use this tool

- Use the prompts on the next slide to identify the main assets that your organisation can deploy. 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 helpful to mind map them, use post-its, or map against photos.
- As you go, note how much the asset is currently in use and any potential it may have for a different use, given the Covid situation.
- Use the table to summarise what actions you might need to take to protect, redeploy, develop or reduce costs of assets.



# Asset mapping prompts - what do you have available?

## Sector

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

## Organisation

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

## Individuals

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



# What do you have available?

Sector

Organisation

Individuals



# You've identified the assets you have available. What action do you need to take next?

		Assets	Action you need to take
1	Used / heavily used		
2	Under-used		
3	Missing		
4	No longer needed		

# EXAMPLE - freelance consultant now working from home

		<b>Assets</b>	<b>Action you need to take</b>
<b>1</b>	<b>Used / heavily used</b>	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 place of work
<b>2</b>	<b>Under-used</b>	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.
<b>3</b>	<b>Missing</b>	Digital engagement skills	Explore learning opportunities for online facilitation and training
<b>4</b>	<b>No longer needed</b>	Car	Defer car service

More tools and resources available at  
[www.changecreation.org](http://www.changecreation.org)  
[www.peoplemakeitwork.com](http://www.peoplemakeitwork.com)

