



HIGH GEAR

CONSULTING GROUP

USING ASSET MAPPING TO IDENTIFY AND MAXIMIZE OPPORTUNITIES IN THE COMMUNITY

Asset Mapping is the process of contextualizing and maximizing the value of your program/ organization within a particular landscape, and how it connects to other assets in the landscape.

Why asset mapping? Whether it is a physical community, a mission-based community, or even a virtual community, mapping your organization's role in the larger environment is a powerful tool for maximizing value and contributing to community and organizational outcomes.

What is the asset mapping process?



Talent audit: The first step in the asset mapping process is auditing your organization's internal talent. Talent can quite literally refer to staff skills, but also includes board/volunteer talent and organizational talent (the assets your organization brings to the community like programs, resources, etc.). The talent audit will answer the question: **what makes us who we are?**



Existing relationships: The second step identifies existing relationships within a community. Who are the constituents, partners, and resources that the organization is already linked to, and what are their assets? Their assets should include tapped and untapped resources for your organization. This answers the question: **who are we already working with in our community, and how?**



New relationships: The third step of the asset mapping process works to identify community assets that the organization is not already connected to. These assets can be constituent groups, physical assets, other organizations, and unique resources. This process requires outside-the-box thinking – the goal is to identify new ways of connecting around organizational and community goals. This answers the question: **who else is out there, and how can we connect to further our work around shared goals?**

What can I do with this after I've gone through the process? Engage. Improve. Communicate. A great asset mapping process doesn't end with a list (or map) of assets in your community. You will use it to create tangible next steps for engaging with your community, improving your offerings, and communicating your value.



Engage: Engagement plans can include goals such as identifying organizations for 1:1 outreach, gathering stakeholder groups for roundtable discussions, and steps for reaching segments of the community that the organization can benefit.



Improve: Sometimes, asset mapping will reveal gaps in community assets that align with elements of your organization's mission. When this happens, there can be opportunities to pivot/align program delivery to meet this need.



Communicate: For organizations interested in approaching shared goals through collaborative impact, asset mapping can be a powerful tool for communicating to both funders and the public. Don't be afraid to tell the story of your impact as you work together to improve communities.