

Asset Mapping Exercise

What exactly is an *asset map*?

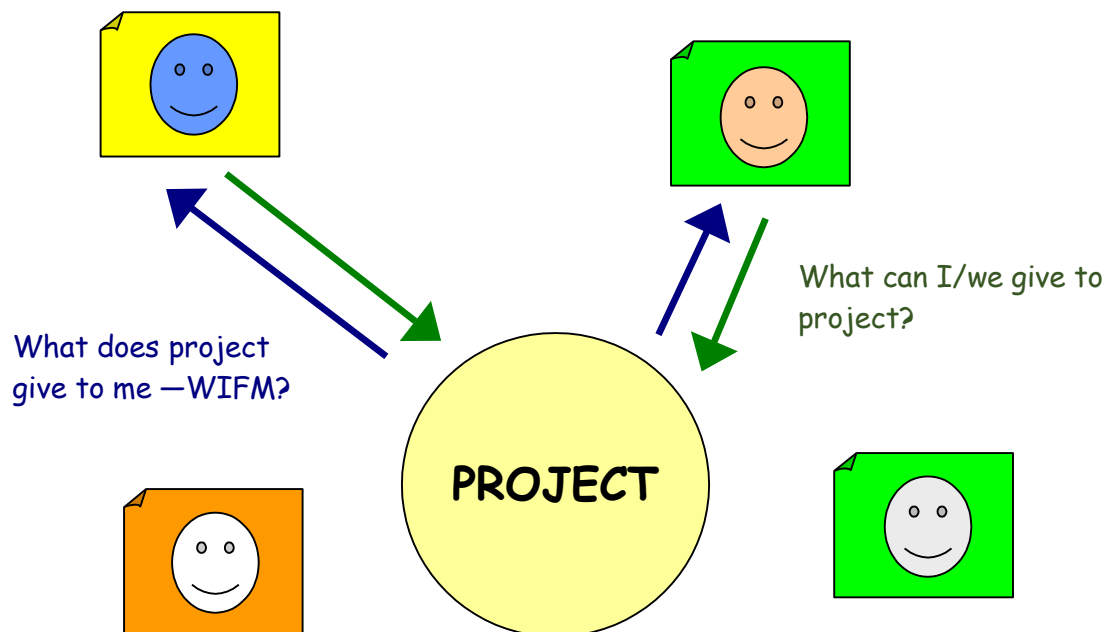
- A drawing that illustrates the skills and resources of each group or individual as they relate to a central program, issue, or activity.

What are the benefits of asset mapping?

- Identifies assets of individuals, organizations, or institutions.
- Identifies existing or potential partnerships.
- Identifies needs.
- Helps with long-term planning.

Exercise Instructions

1. As a small group, choose a project or activity to map (this project will become the “subject” of the map).
2. List the assets (skills, resources) that each member of the group can bring to the project—individually and through their agency/organization.
3. List the assets (benefits) of the project—What can this project do for you and your agency/organization?
4. Identify and briefly describe the mutually beneficial relationships that exist or can be built between the group members and the subject based on their assets.
5. Map these relationships as shown in the example on the back of this page.



Example Asset Map

