

# Asset Mapping: Discovering Your Strength Within

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The power of Asset Mapping is discovering the overlooked, the underutilized, and the untapped strength that you and your organization have to offer. In many ways, it mirrors the miracle that Jesus shows his disciples at the Feeding of the Five Thousand. The disciples look to their wallets when Jesus asked them to feed the multitudes, but Jesus points them to what God has already provided in their midst with a small boy, five loaves, and two fish. And just as a great miracle showing God's amazing provision and strength was done through the overlooked assets that day, in the same way, you might have exactly what you need to accomplish your goals right in your midst.

## STEP ONE: Discover Your Assets

- At a small table (maximum of 6-8 people per table) give out packets of sticky notes to each participant.
- Have the participants write down 3-5 assets they can bring to the table in each of the following areas:
  - **Physical** (i.e. house, sanctuary, church parking lot, a local store, etc.)
  - **Personal** (i.e. Hobbies, gifts and strengths, skills, job history etc.)
  - **Institutional** (i.e. college affiliation, civic affiliations, organizations, companies, etc.)
  - **Financial** (i.e. where they bank, where they spend their money)
  - **Relational** (i.e. where they hang out, what they do with their friends, who they know)
- One asset is written on each sticky note. This is important for the second step.
- The key to a successful discovery of assets is to be thorough in trying to find what each individual can bring to the table while being specific about each of the assets they identify.

## STEP TWO: Linking the Assets

- Once all the assets have been discovered as individuals, you share around the table the assets that you wrote down with everyone.
- Once the assets have been shared, the assets are connected with one another around particular projects. Example:
  - **Physical:** Parking Lot
  - **Personal:** Motorcycle Enthusiast
  - **Institutional:** Lutheran Schools
  - **Possible Ministry Idea:** A bike show and ride to benefit Lutheran Education in the city
- As the ideas begin to flow, everyone shares assets that they see being able to be used on that project.
- Using unlike assets (ie. Physical connected to Financial and Relational) instead of like assets (ie. all Physical assets) helps to engage the widest number of people and utilize the most assets for one project.
- When a number of assets have been brought to bear on a project, take those sticky notes and put them on a piece of paper with a title (i.e. Motorcycle Ministry) so that you can keep track of the assets that are being used for that specific project idea.
- Then start the process over. Each table should try and produce 2-3 projects.

## STEP THREE: Vote with Your Feet

- When the tables have identified the projects that are available to them through the assets they have, have the table vote on the project they would like to bring to the whole group (this step is only necessary when working with larger groups).
- Each table presents their ministry idea and hangs it on a wall in the room.
- When all the tables have presented their idea and hung them on the wall, all the participants get up from their tables and go and stand by the project that is most interesting to them.
  - If consensus is the goal, then the projects with the fewest number can be eliminated and the vote continues until there is one project that the group has chosen.
  - If developing work teams for projects is the goal, then the individuals standing by the project become the work team to carry the project forward.
- Once the project is chosen, the whole group can talk about it and begin to work on next steps.

## A Few Extra Benefits

The main idea of Asset Mapping is to see how God has gifted your congregation or group and how you can mobilize those assets in mission. However, there are a couple other benefits that might come from the Asset Mapping process.

- **Discovering Work Groups**
  - When the Asset Mapping is finished and the groups are standing next to the different project possibilities around the room, you have work groups of interested and motivated individuals who are able to carry that project forward.
- **Discovering Multiple Possibilities**
  - Even if one project is desired, you identify multiple possibilities that can be prioritized for future projects. And as was stated above, you also have the work groups and interested individuals who can be contacted to carry the project through to completion.
- **Mobilizing Individuals**
  - When a project is identified through the Asset Mapping process, it is done through what the individuals within your congregation or organization are willing to offer in service to the congregation/organization. This makes the mobilization of those individuals easier simply because they have self-selected what they are willing to offer.

## Additional Resources:

- **The Power of Asset Mapping: How Your Congregation Can Act on Its Gifts**  
Book by Luther K. Snow
- **Quick guide to asset mapping from Luther Snow's book:**  
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