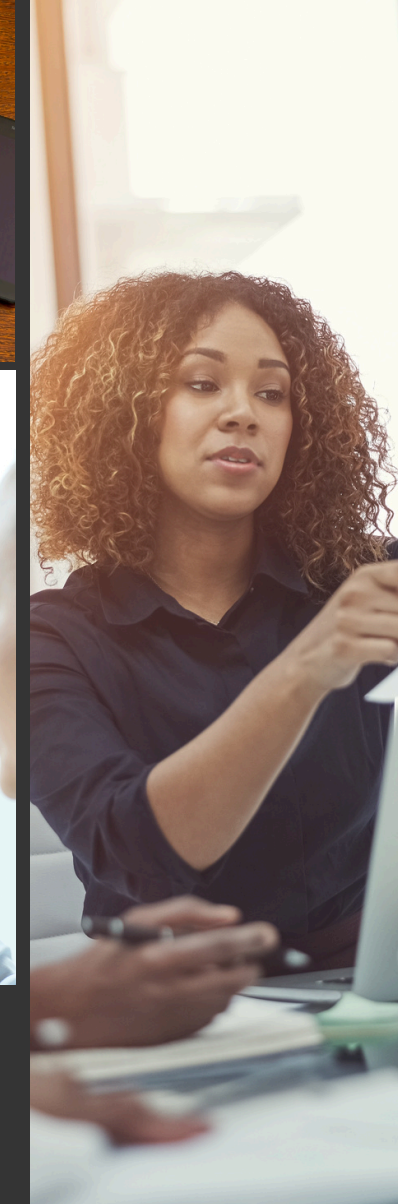





**MILLI GOULD
ENTREPRENEURIAL CENTRE**




**YWCA
HAMILTON**



MAPPING YOUR FUTURE: AN ASSET BASED APPROACH

CONTENT PREPARED BY RENE MORRISON



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada

What's Inside

What is An Asset?

Your Individual Asset Mapping Plan

Develop an Action Plan

Asset Mapping Sample Page 1

Asset Mapping Sample Page 2



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Développement économique Canada

What is an asset?



Skills & Technology

- My expertise, experience, and education
- My ability to pitch my ideas
- My ability to set goals and strategies for my business
- My ability to conduct market research
- My digital skills
- My ability to work with documents and spreadsheets
- My ability to lead, to help myself and others
- My ability to start, scale up and sustain my business

Personal Needs

- My housing
- My transportation
- My access to child care/elder care
- My connection to mindfulness, health and fitness
- My recreational and social activities
- My relationships with family and friends (support)
- My access to: a computer, printer, internet



Identity

- My personal values and beliefs
- My self esteem and self worth
- My motivation to succeed
- My personal profile
- My Centre of Influence strength
- My problem solving and decision making abilities

Networking & Support

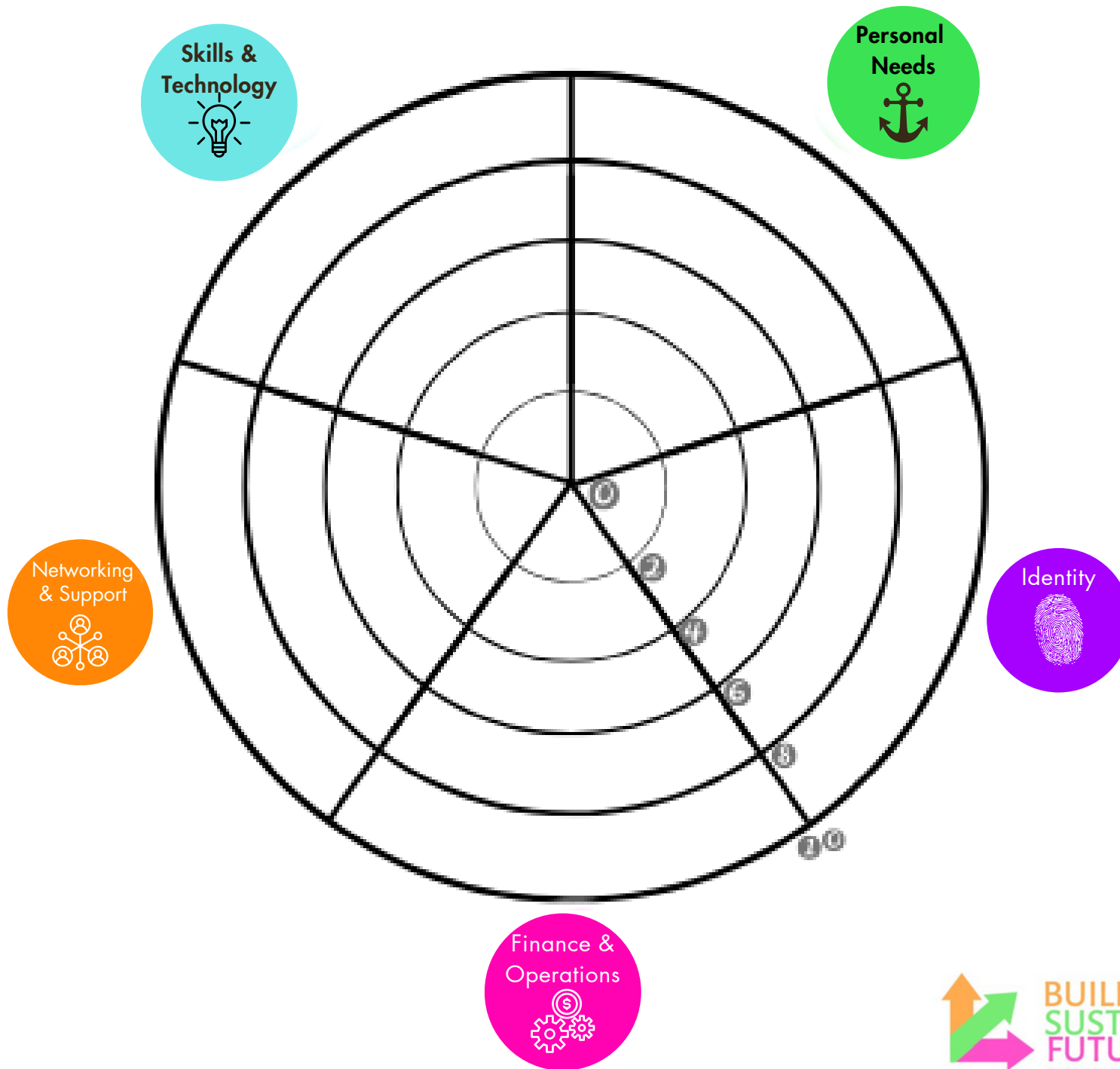
- Networking & Support
- My ability to sell and promote to get leads
- My communication skills and my ability to advocate for my business
- Networking, connections from community groups, hobbies, sports or church
- My ability to participate in a success group (keep focused and not isolated)
- Ability to source required resources (co-packer, location, legal, insurance)
- My ability to secure and manage mentorship/partnerships

Finance & Operations

- My Income
- My attitudes and habits around financial management (budgeting)
- How do I manage savings/debt?
- My ability to get financing for my business
- My understanding of numbers and pricing
- My understanding of recordkeeping and accounting
- My ability to monetize and sell
- Managing time to make money



Asset Mapping



 **BUILDING SUSTAINABLE FUTURES**
THROUGH EMPLOYMENT AND TRAINING








Asset Mapping






Name: _____ Date: _____

What do I really want to move ahead with right now?

What assets do I have to make it happen?

Personal Needs	
Identity	
Finance & Operations	
Networking & Support	
Skills & Technology	

My plan to build assets: I can do this myself

Personal Needs	
Identity	
Finance & Operations	
Networking & Support	
Skills & Technology	

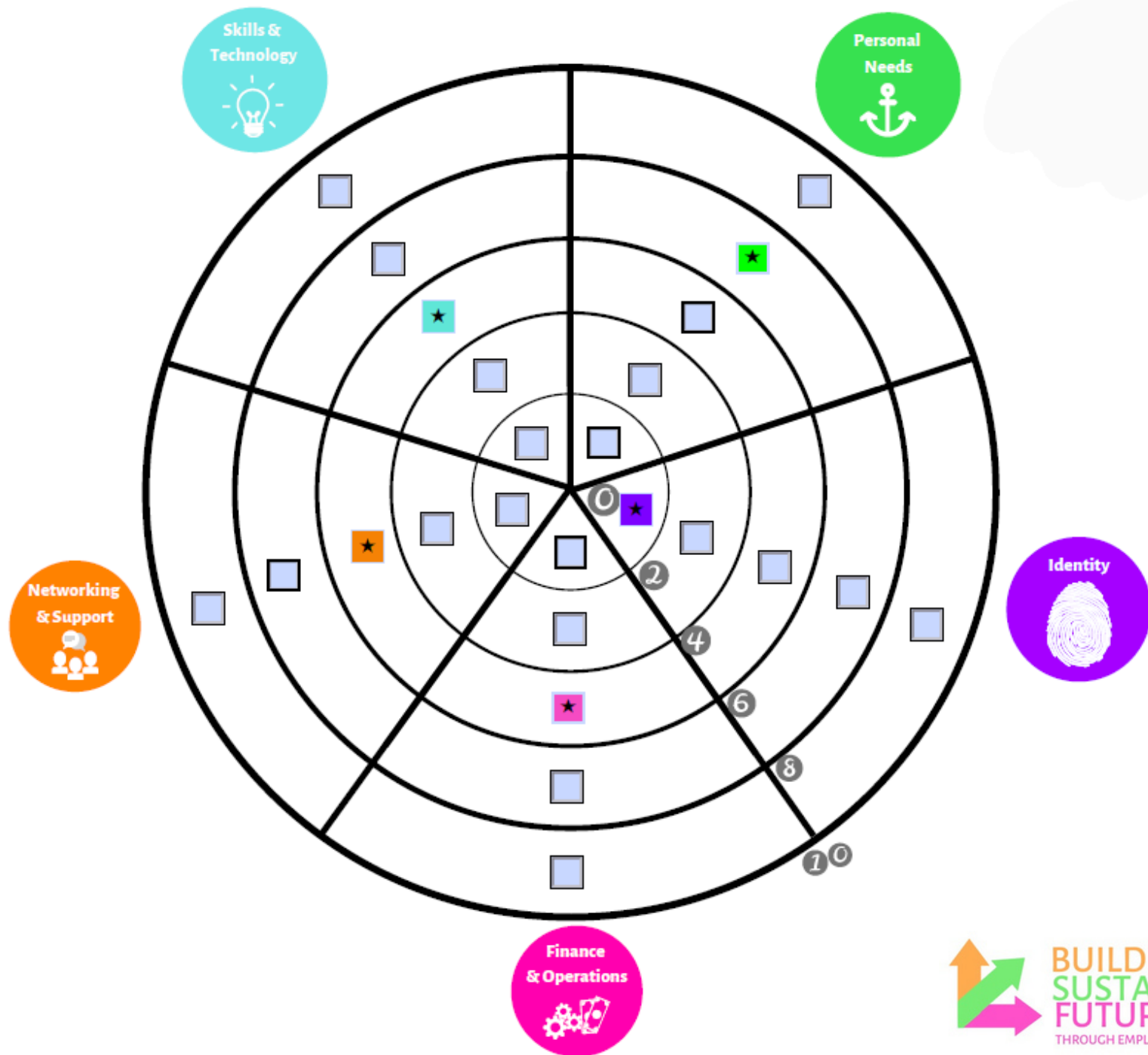
Develop an Action Plan

What is your next step?

Set a deadline for yourself.



Asset Mapping Sample



Asset Mapping Sample



My Plan 2 - Asset Mapping

Name: Sasha Morris Date: April 7, 2021

What do I really want to move ahead with right now ?
 Create a sustainable community organic garden for my business.

What assets do I have to make it happen?

- Personal Needs** (Anchor icon): have safe secure home, have large backyard, practice mindfulness, have printer and internet.
- Identity** (Brain icon): Aware of values and connection to the environment and wanting to leave an environmental blueprint.
- Finance & Operations** (Gears icon): Have my own business bank account, credit card and savings. Control over...
- Networking & Support** (Group icon): belong to community groups and women based entrepreneurship groups.
- Skills & Technology** (Lightbulb icon): Can navigate online technology and apps to help with business.

What are my key assets right now?



My plan to build assets: I can do this myself

- Personal Needs** (Anchor icon): Have the backyard to build the organic garden and have car to get supplies. Yes No
- Identity** (Brain icon): Will build my profile and my environmental blueprint. Will message my vision to my Centre of Influence. Yes No
- Finance & Operations** (Gears icon): Need to purchase special equipment to build the garden, seeds, soil and special equipment. Need to secure... Yes No
- Networking & Support** (Group icon): Need the help of the neighborhood contact to dig the garden and build it with new technology. Will promote on... Yes No
- Skills & Technology** (Lightbulb icon): Create an online group, weekly newsletter and subscription. Need a web-developer and app developer. Yes No

