

April 2020

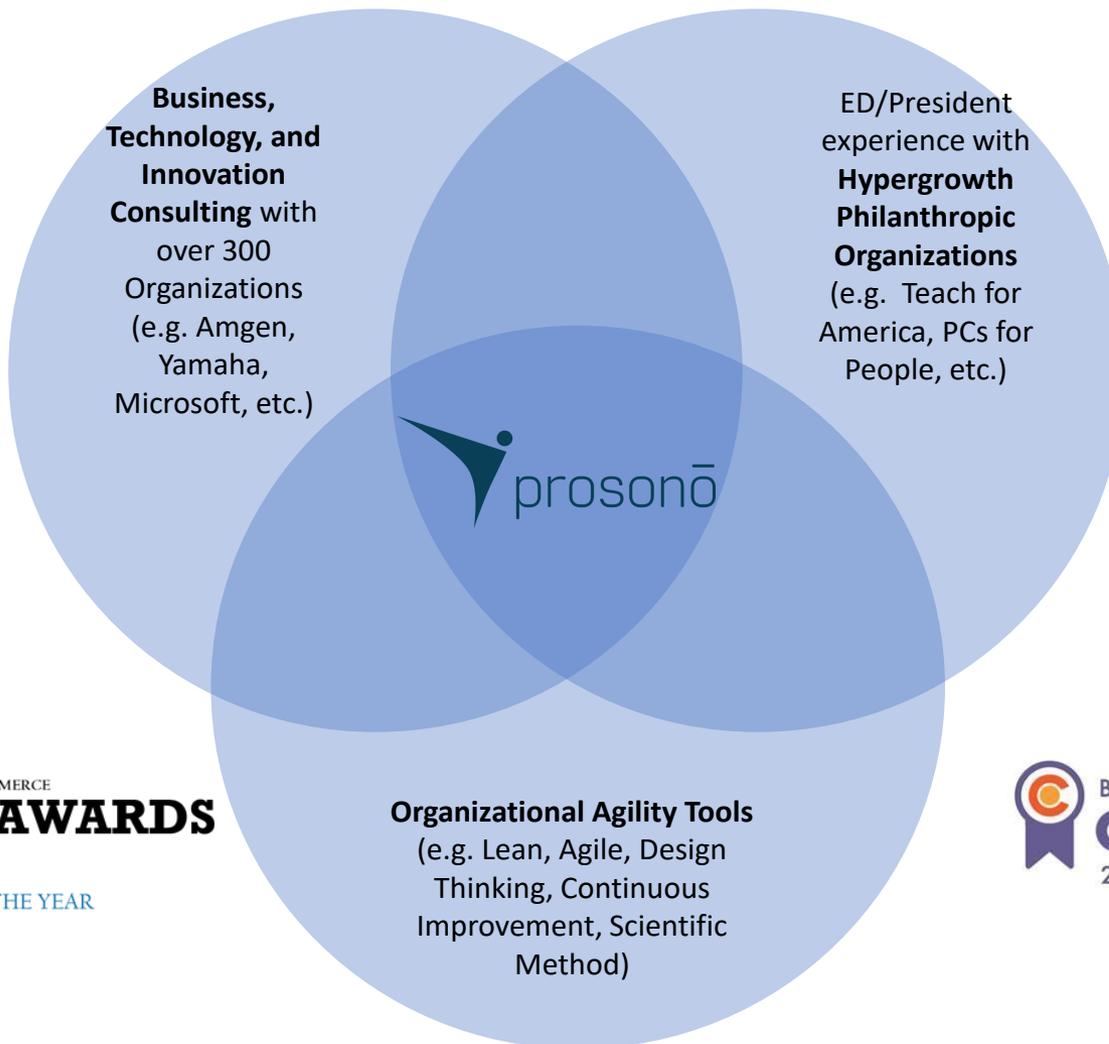
Asset Mapping Overview

BCivic COVID-19 Response Call



We are business and social impact leaders with state-of-the-art tools, and we help purpose-inspired organizations grow/change

Your constant commitment to the importance of being an effective social enterprise stretched our team in a way that will have lasting impact.
– **Helen Drexler**
CEO of Delta Dental of CO



This was the most meaningful strategic planning effort I have ever engaged in – it moved us forward strategically and significantly faster than if we wouldn't have had Prosono's support. – **Kelly Brough**
President and CEO of Denver Metro Chamber

DENVER METRO CHAMBER OF COMMERCE
BUSINESS AWARDS
2019 **WINNER**
START-UP BUSINESS OF THE YEAR



Presenters and Team

Presenters



David Thurow

Principal at Prosono

✉ David.Thurow@prosono.com



D.J. Close

Village Giving Manager

✉ DJ.Close@davita.com

Team



Julie Seltz

Principal at Prosono

✉ Julie.Seltz@prosono.com



Sean VanBershot

President at Prosono

✉ Sean.VanBershot@prosono.com

Outcomes for today's Meeting

1. **What is Asset Mapping** - Norm as a group on what is Asset Mapping and how it can help CSR professionals in creating more impact
2. **An Approach to Asset Mapping** - By the end of this you will have an approach and the high-level steps to conduct Asset Mapping

So what is “Asset Mapping” and why does it matter?

WHAT IS ASSET MAPPING?

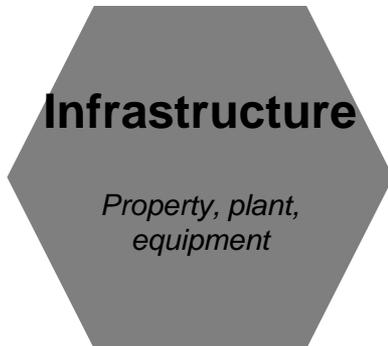
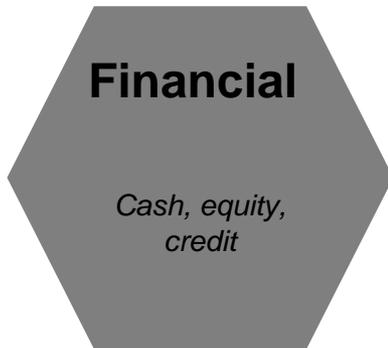
- ✓ A process, operating at the intersection of business strategy and social good, aimed at leveraging the full spectrum of a company’s products, assets, resources, and people.
- ✓ Enables CSR functions to understand the different types of capitals your organization has at its disposal
- ✓ Helps to align non-financial resources to your social impact strategy and supports crisis management

WHY IS IT IMPORTANT?

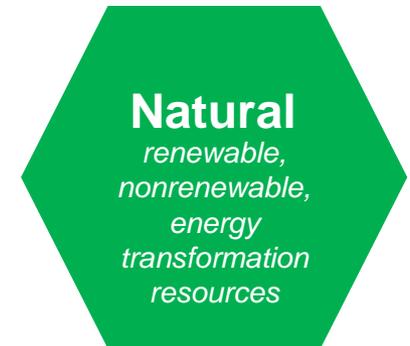
- ✓ It enables an abundance mindset approach to unleashing social impact by leveraging business assets for social good.
- ✓ Employees and consumers want direct impact and it opens creative solutions to social opportunities
- ✓ In times of crisis, the financial resources are often constrained for organizations and this provides other ways to continue to make impact beyond financial commitment

Before we dive into the process, it is important to discuss a key lens of Asset Mapping that we call “Capitals”

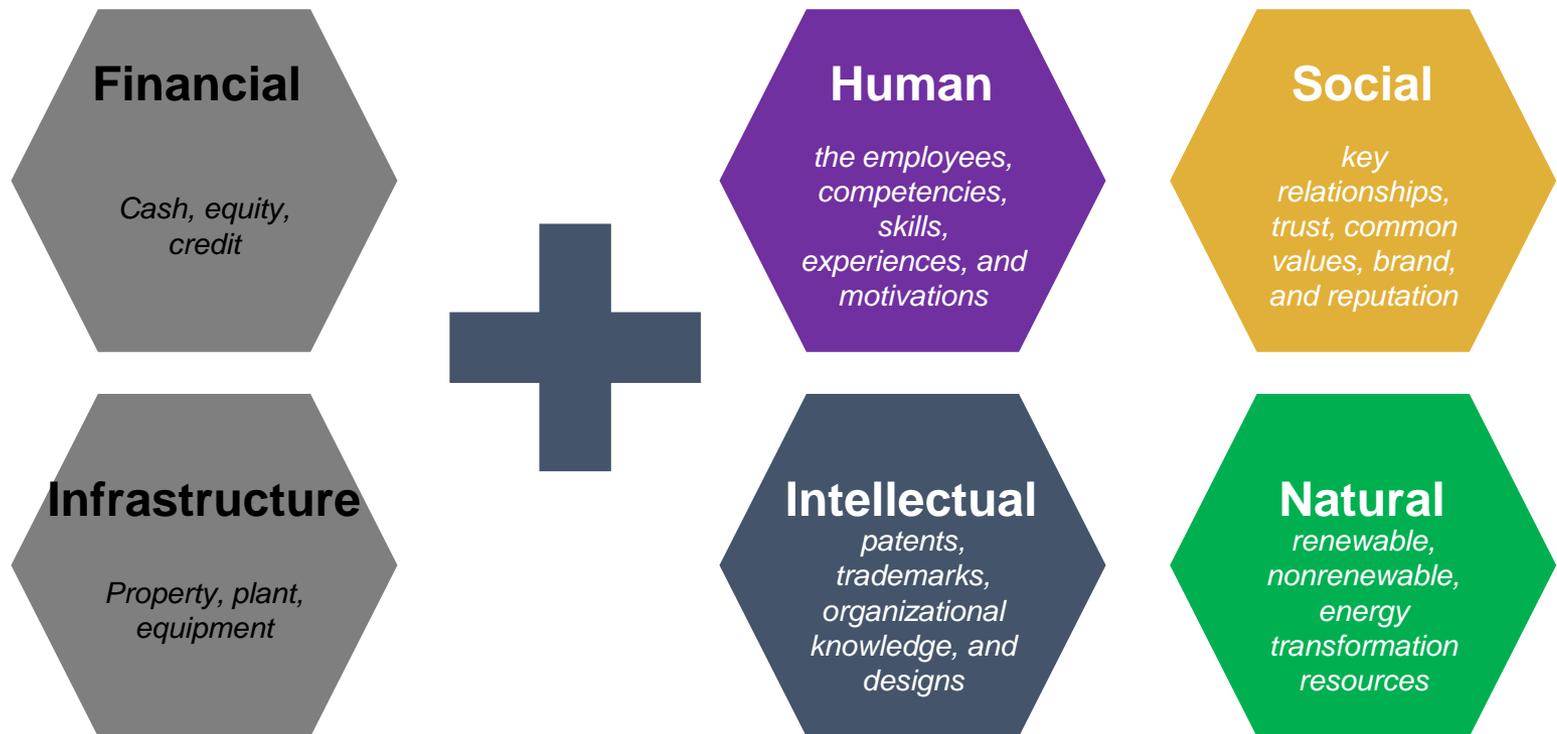
Industrial Revolution Differentiators



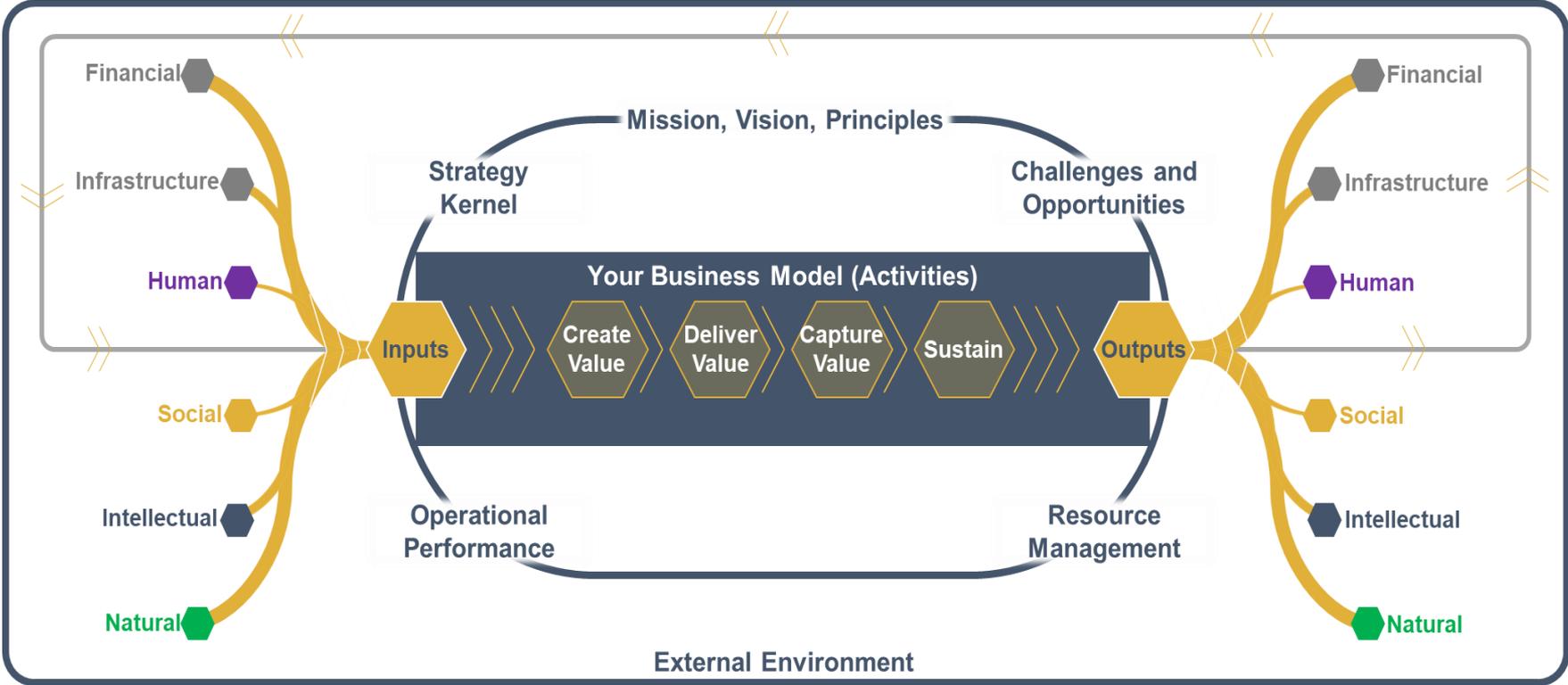
Information Revolution Differentiators



To truly unlock social impact, businesses need to be able to unlock their capitals for social good



Capitals typically flow through your business model as either an input and/or an output



Prosono's Approach to Asset Mapping

Step
1

SET STRATEGY: DEFINE BUSINESS AND SOCIAL OBJECTIVES

- » Facilitate a discussion around how to maximize use of all six forms of capital to drive business AND social objectives
- » Gather input from key stakeholders to identify motivations, risks, and social goals of a company and leadership team – it is important to keep the assessment in context of your business(es)

Step
2

DOCUMENT: ASSESS CAPITALS

- » Collect the company's capitals using the six capitals as categories to group your assessment
- » Analyze collected capitals and document the key inputs and outputs for the business
- » Identify which categories of capitals the company is under-utilizing

Step
3

SELECT: CHOOSE TOP OPPORTUNITIES WITHIN ASSETS

- » Develop top ideas (3 max) for how might you use those capitals to address your team's motivations, reduction in risk, and/or meet our business and social goals
- » Top ideas must tie directly to your strategy you determined in step 1

Step
4

IMPLEMENT: SELECT TOP OPPORTUNITIES ALIGNED TO OBJECTIVES

- » Once agreed upon run small and iterative tests to (in)validate those ideas
- » Opportunities need not be something new and could be focused on going deeper on things you are doing now
- » Continuously track the outcomes for storytelling and evaluate your goals and objectives

Sample of how Asset Mapping could work together to help during the COVID-19 Pandemic – one need and many players



Goals	Success Measurement	Assets (Underutilized)
CCSD emergency relief to students, family and local community	<ul style="list-style-type: none"> - 4,000 Students of the 55,000-student body receiving basic school supplies 	<ul style="list-style-type: none"> - Financial (Donations and Relief Fund) - Human Capital (Day of Support) - Social (Brand)
Live our values of an abundance mindset and only do work that matters	<ul style="list-style-type: none"> - Identification of 180 volunteers - Orchestration of a safe experience 	<ul style="list-style-type: none"> - Human Capital (Email marketing capacity, planning, and day of resources) - Social (Brand)
Support the recovery of the city and county by providing opportunity and resources	<ul style="list-style-type: none"> - Establishing a list of volunteers - Deploying volunteers where needed most 	<ul style="list-style-type: none"> - Social (Families, communities, Businesses, nonprofits, volunteer list)
Inspire a movement of good through volunteerism	<ul style="list-style-type: none"> - Creating as many safe opportunities for volunteers 	<ul style="list-style-type: none"> - Social (Brand, Volunteer List)
Support local communities and well being of their guests	<ul style="list-style-type: none"> - Safety of their guest 	<ul style="list-style-type: none"> - Infrastructure (large meeting space, tables, restrooms, parking) - Social (Brand)

THANK YOU



David Thurow, Principal
David.Thurow@Prosono.com
989-959-9097

Julie Seltz, Principal
Julie.Seltz@Prosono.com
303-918-1097

Additional details on Financial and Infrastructure Capital

Financial

*Cash, equity,
credit*

- Funds that is available to the organization for use in the production of goods or the provision of services
- Obtained through financing, such as debt, equity or grants, or generated through operations or investments.
- This includes both debt and equity finance
- Focuses on the source of funds, rather than its application which results in the acquisition of manufactured or other forms of capital

Infrastructure

*Property, plant,
equipment*

- Manufactured physical objects (as distinct from natural physical objects) that are available to the organization for use in the production of goods or the provision of services, including:
 - Buildings
 - Equipment
 - Infrastructure (such as roads, ports, bridges and waste and water treatment plants).
- Infrastructure capital is seen as human-created, production-oriented equipment and tools. A distinction is drawn between inventory (as a short-term asset) and plant and equipment (tangible capital)
- Although the identification of these items is generally agreed, their accounting treatment, particularly in terms of valuation, depreciation and taxation, is more contentious

Additional details on Human and Social Capital

Human

the employees, competencies, skills, experiences, and motivations

- People's skills and experience, and their capacity and motivations to innovate, including their:
 - Alignment with and support of the organization's governance framework and ethical values such as its recognition of human rights
 - Ability to understand and implement an organization's strategy
 - Loyalties and motivations for improving processes, goods and services, including their ability to lead and to collaborate
- Human Capital is "generally understood to consist of the individual's capabilities, and the knowledge, skills and experience of the company's employees and managers, as they are relevant to the task at hand, as well as the capacity to add to this reservoir of knowledge, skills, and experience through individual learning
- For human capital, the carrier is the individual person

Social

key relationships, trust, common values, brand, and reputation

- The institutions and relationships established within and between each community, group of stakeholders and other networks to enhance individual and collective well-being. Social and relationship capital includes:
 - Common values and behaviors
 - Key relationships, and the trust and loyalty that an organization has developed and strives to build and protect with customers, suppliers and business partners
 - An organization's social license to operate
- Social and relationship capital may include relationships within an organization, as well as those between an organization and its external stakeholders, depending on where social boundaries are drawn
- For social and relationship capital, the carrier is intra/extra-organizational networks

Additional details on Intellectual and Natural Capital

Intellectual patents, trademarks, organizational knowledge, and designs

- Intangibles that provide competitive advantage, including:
 - Intellectual property, such as patents, copyrights, software and organizational systems, procedures and protocols
 - The intangibles that are associated with the brand and reputation that an organization has developed
- Intellectual capital is a key element in an organization's future earning potential, with a tight link and contingency between investment in R&D, innovation, human resources and external relationships, which can determine the organization's competitive advantage
- For intellectual capital, the carrier is the organization

Natural renewable, nonrenewable, energy transformation resources

- Natural capital is an input to the production of goods or the provision of services. An organization's activities also impact, positively or negatively, on natural capital. It includes:
 - Water, land, minerals and forests
 - Biodiversity and ecosystem health
- Natural capital includes resources, such as timber, fish, water, minerals, etc., which can be used by humans to provide a return
- In addition to these resources, there are several processes from which humans benefit that are provided by nature, which some sources define as "ecosystem services"