

Key Asset Map Exercise

To ensure that the tools and techniques taught on this course become genuine capabilities that reside within your organisation, they should become embedded within your day-to-day work. In relation to this please complete the exercises set out below:

Task 1

Using the space provided below, please specify a piece of work / project that you are currently involved in:

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Task 2

Which of the Five Forces do you think this piece of work will address? (e.g. if it relates to improving efficiency / reducing costs it will have an impact on Suppliers. Alternatively, if it is about enhancing staff knowledge so as to provide higher quality work it will address Customers and Competitors).


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Task 3 - Key Asset Map

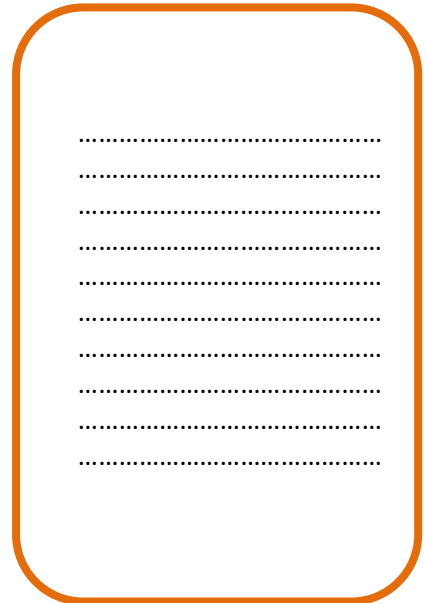
On the next page, set out all of the key assets that will need to be in place in order to ensure that the project is a success and that it has the biggest and most beneficial impact on the organisation.

Key Asset Map:

Specify the key assets that will play a role in making the project a success



Using your answer from Exercise 2 on the previous page, briefly specify how you believe the project you are involved in will benefit the organisation (e.g. winning customers, reducing costs by using resources more effectively etc.)



Task 4 - Enhancing Assets

Having completed the exercise above, consider if there are any ways in which you could enhance or more fully utilise the assets that you currently have available to you by completing the exercises on the next page.

A - Key Asset: You

You

Is there a particular aspect of your work in relation to which would you like to improve your knowledge and skills which could help you in relation to the specified project or any other project? If so, please state what this is in the space provided below:

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B - Key Asset: Organisational Processes

Processes

What processes / routines / habits could you develop / adopt which would help you to achieve this?

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C - Key Asset: Colleagues

Colleagues

Are there any other resources or skills (either within in your own department or other departments) that could help you with this?

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D - Organisational Assets

Organisational Assets

Organisational assets include agreements with third parties and intellectual property. In relation to this, are you fully utilising all the software available to you? Are there any third party resources you could utilise? Are you fully capitalising on the unique brand of your organisation?

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Task 5 - Group discussion

Discuss this exercise with the other individuals who are involved in the project. Work together to identify key assets and determine how they could be aligned for the project to have the biggest possible impact on the organisation. In addition, please identify whether or not certain assets could be enhanced or more fully utilised. Where possible, use some of the terminology covered on the course (for example, which of the industry forces will the project have an impact on).