






Exercise 1 – 10 minutes
About Your Assets

1. List as many of your library's (or other organization's) assets as come quickly to mind, in each of the following categories. Be sure not to leave out the most common or obvious ones.
2. After listing your assets, go back and put a check mark next to each asset that is well known outside the library community. If the average person on the street knows you have that asset, then check it.

	Assets	Well Known? <input checked="" type="checkbox"/>
 Facilities		
 Collections/Staff		
 People/Skills		

	Assets	Well Known? <input checked="" type="checkbox"/>
 Information		
 Activities		
 Brand/Reputation		
 Other		