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### ASSET MAPPING

**Your People. Taking Positive Action. Together. Right Away.**

**AN UNUSUAL SUCCESS STORY.** Luther Snow's Asset Mapping process has "gone viral" and spread to over 2.5 million users across the US, Canada, and places overseas.

This growing popularity is particularly remarkable because it has happened at the grassroots, from user to user, rather than by the Internet or by commercial marketing. Some institutions and organizations have contracted with me to license their professionals and/or lead sessions with them, but that accounts for a small part of the movement. I give open permission to volunteers to use and share the method in voluntary groups, associations, communities and networks – "free as you are free," I say. Asset Mapping is so quick, simple, and effective that participants in one session are able to facilitate it themselves with other groups, and that's led to the viral growth in popularity.

**WHAT IS ASSET MAPPING?** Luther Snow's Quick and Simple Asset Mapping Experience (or "Asset Mapping," for short) is a process that can be used with any kind of group, community, or network to facilitate **positive group collaboration**, in as little as an hour. It is action planning, experiential learning, volunteer mobilization, and positive inspiration, all wrapped in one.

Beyond the basic process, I have developed a *strategic package* of complementary and follow-up tools for sustainable development, including

- debriefing methods,
- presentations with relevant examples, diagrams, stories, and concepts
- other tools, leadership approaches, and group process methods that pick up on particular aspects of Asset Mapping and positive collaboration
- models of events, group organization, and networking structures which help grow and sustain Asset Mapping values in action over time, and
- customized strategic consultation, training, and analysis for particular groups and situations.

**WHO USES ASSET MAPPING?** Virtually every kind of group or community or network has used and applied Asset Mapping. I've personally facilitated and trained over 25,000 users in community organizations, congregations, legislative bodies, social services, government agencies, foundations, universities, social justice organizations, social enterprises, corporations, and associations. Asset Mapping is also popular among institutions that want to partner with communities.

**WHAT ARE THE MAJOR BENEFITS OF ASSET MAPPING?** There are three immediate and general benefits of Asset Mapping that I have seen:

1. Asset Mapping **helps us to recognize assets, strengths and gifts all around us** – assets that are otherwise overlooked, taken for granted, unappreciated, or outside our vision.
2. Asset Mapping **propels us to identify beneficial relationships and build on them in collaborative action.** We “connect the dots” and find ways that we can get things done together that we could not get done on our own. We build on affinities of difference as well as affinities of similarity, and we build relationships outside our group as well as within it.
3. Asset Mapping **opens up opportunities for action toward the greater good.** As we “vote with our feet,” we give each other permission to follow our own interests as part of the group, and experience an unfolding sense of a larger whole and a greater good. Because we are acting together, we shift perspectives, away from “us and them” and toward “all of us.” This wider perspective, in turn, illuminates new assets and opportunities and encourages us to invest further in the group, feeding the positive cycle anew.

**WHAT ARE SOME POPULAR APPLICATIONS?** Groups have used Asset Mapping in a wide range of circumstances. Some of the most popular include:

■ **Sparking hope:** Focusing on strengths and opportunities, rather than on deficiency or despair.

■ **Taking positive action:** When we want to act in group collaboration, but aren't sure how.

■ **Making money, or getting more done with less.** Using our existing assets in new ways.

■ **Tapping diversity:** Where some people hunger to see their gifts used, appreciated, and leveraged by the group.

■ **Generating innovation:** When we want to use our strengths to create new value and model cutting-edge strategies.

■ **Facilitating collaboration:** Building partnerships between groups, based on real interests and mutual gain.

**HOW MIGHT WE USE ASSET MAPPING?** Asset Mapping can be used as a **quick boost**, or as **part of a longer term strategy**.

**Great for stand-alone events!** The Asset Mapping experience is the single best group process I have ever come across for stand alone group gatherings. It accomplishes a great deal in a short amount of time. It produces tangible results. It's lively. It engages the bored or cynical, but gives real substance to the enthusiast. And it fits many time slots and group logistics. After a single event, participants talk about the lessons and experience for months. Often wonderful and unexpected things happen as a result.

***Fits well with ongoing organizational systems.*** Long term change doesn't happen in an hour, but fortunately, Asset Mapping fits well with a variety of other organizational systems to generate a sustainable culture of asset-based thinking and action.

Key to this sustainable impact is follow up. As I mentioned above, I facilitate and train participants in a **strategic package** of complementary tools and approaches based on the ideas behind Asset Mapping. Each stage builds on the experience and success of participants themselves, as the larger group grows in power and impact.

Asset Mapping also works well in conjunction with various management systems and existing group organization. It augments, rather than replacing. Instead of presenting "another new thing," leaders use Asset Mapping to "spark," "mobilize" and "generate buy-in" for their own organizational systems. I call this "putting wind in your sails."

**WHAT DO WE LEARN FROM ASSET MAPPING?** Asset Mapping explains and demonstrates the critical element of human choice in the formation of positive networks.

Asset Mapping is of, by, and for community. And community is voluntary. Our positive "half full" individual choices lead to, and grow from, the special "open-sum" dynamics of voluntary group behavior.

Asset Mapping won't make people do things we want them to do. It won't even make them do what they say they want to do. Instead, it will reveal what people really want to do. And it will give people permission, opportunity, and structure to follow up on their real interests with action, in collaboration with others in the group. Asset Mapping shows us how we each contribute and gain from the common good.