

**Tactic: Assets and Needs**

*Rapidly generate ideas and surface assumptions about what resources already exist and what gaps must be filled to move an initiative forward.*

**When to Use It:**

Use when a group is ready to shift from abstract planning to concrete resourcing. This tactic is especially useful when designing pilots, launching new initiatives, or setting up workstreams. It helps uncover untapped assets, clarify gaps, and spark practical, high‑energy idea generation.

**How it Works:**

**Step 1 (5 minutes) | Split into two teams**

Explain that each group will brainstorm for 20 minutes, then return to share and build on each other’s ideas

* **Assets Team:** Focus on what you already have.
* **Needs Team:** Focus on what’s missing

**Step 2 (20 minutes) | Round-robin group brainstorms**  
Facilitators work with each team, prompting and scribing ideas on a large poster or whiteboard as a mind map. Go person by person to ensure every voice contributes.

* **Asset team prompts:** *What assets do we already have in this room to move this work forward? What can we access to make this a success? What is the expertise we have access to, or in the room?*
* **Need team prompts:** *What do we need? Whom do we need? What gaps do we need to fill to pull this off? Outside of those in this room, who should be involved? What will their roles be?*

**Step 3 (20 min) | Reconnect and Build Together**

Bring the two teams back together, and invite each team to present their map. The other team builds on ideas, highlighting overlaps, surprising connections, and opportunities where an asset might meet a need.

**Step 4 (15 minutes) | Summarize & discuss**

Capture the group’s selections visually on a board or shared document. Discuss patterns, points of alignment, and where further exploration might be needed, such as: *What patterns or themes stand out across both maps? Are there any surprises—things we didn’t realize we had or needed? What’s one next step we could take to build on this momentum?*

**Helpful Tips:**

* **Display mind maps.** Use large posters or a whiteboard so everyone can see the mind maps grow in real time.
* **Rotate turns.** In round‑robin brainstorming, go person by person to ensure every voice contributes.
* **Capture ideas first.** Don’t over‑organize during brainstorming. Capture first, then group ideas afterward if time allows.