***Business Resource Map***

***Human Capital:***

What do I have?

What do I need?

What action can I take?

***Professional Resources (more humans)***

What do I have?

What do I need?

What action can I take?

***Social Resources/Networks***

What do I have?

What do I need?

What action can I take?

***Organizational (company culture, systems, awards, reputation, press)***

What do I have?

What do I need?

What action can I take?

***Physical (building, equipment, etc)***

What do I have?

What do I need?

What action can I take?

***Technological***

What do I have?

What do I need?

What action can I take?

***Financial***

What do I have?

What do I need?

What action can I take?

***Referral Sources***

What do I have?

What do I need?

What action can I take?