

OFFERABLE ASSETS

Objective:

- To populate a factual list of things you can offer.

Consider the following categories and indicate what you have to offer:

1. Time availability: What time do you have available to offer? Full time? Mondays only? Evenings after work? Weekends)	
2. Languages & Cultural Reach/credibility in a different market? (do you speak other languages? Have a network in a different country? A partner who can open doors overseas?)	
3. Skills & Knowledge: what skill (s) do you have and what outcome can this produce? (e.g workshop facilitator – I can prepare workshop outlines for people consider their next career steps)	
4. Tools & Assets: do you have any physical or digital resources which others can benefit from? (e.g I have a zoom pro license meaning I can test out a workshop for up to 500 people or I have a driveway I can rent out during work hours).	
5. Networks and access: what groups or communities can you comfortably access? (e.g I have between 30-40 talent manger	

leads with whom I can test out if a product proposition has legs)	
6. Experience Patterns: repeatable, replicable situations you can evidence (e.g I have built and run more than 10 conferences with over 200 delegates each time, I have been able to exceed sponsorship targets for every event I've organised).	
7. Money? Can you offer to pay for experience (relevant if you are asking for experience or a chance to shadow).	

Go back over your list and highlight the top 3 things you can offer?

1.

2.

3.