

## Identifying Resources to Support Pivots

**Directions:** Utilize resources you already have to support your new business pivots. Below, use a *Community Capitals Framework* to identify the assets your small business can build on to pivot. [Click](#) for more information on the 8 forms of capital contributing to wealth. (15 - 20 minutes)

1. **Individual Capital** is you and your workforce (manpower)! How many people do you have onboard? What is your capacity?

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2. **Intellectual Capital** is your team's ability to think out of the box and to lead (brainpower). What experience and skills does your team bring to the table?

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3. **Built Capital** means your physical resources – including broadband, equipment, buildings, and more.

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4. **Social Capital** is a measure of community trust, reputation, and partnerships. Leverage social capital to fill resource gaps and build consumer awareness of your pivot.

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5. **Political Capital** is an organization's ability to impact the flow of resources. What role does/can your business play in community decision making?

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6. **Financial Capital** is the monetary resources needed for infrastructure development and new assets. What is your business's ability to raise capital and investment?

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7. **Natural Capital** is your business's access to sustainable, productive natural resources. Which natural resources are essential to your supply chain? How do you obtain them?

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8. **Cultural Capital** means to cultural community, traditions, resources. Which local, ethnic, or special interest communities is your business apart of?

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