

Rainmaker Strategic Resources Worksheet

Your Strategic Resources are the source of your practice's Strategic Capabilities. Your Strategic Capabilities are the source of your practice's Competitive Advantage.

The worksheet requires the use of the table on this page that contains the list of characteristics that will determine if your resources are strategic or not. The worksheet on the following page contains a row for each type of resource available to you, along with cells where you can list your resources in each category, place a checkmark to identify it as a strategic or non-strategic resource, and finally, a cell to identify the capabilities of each resource.

On the worksheet, first, list the names and/or descriptions of your practice resources in the boxes beside the category of resource. Then, refer to the chart below to determine if the resource is strategic or non-strategic.

Once you have listed your resources and identified them as strategic or non-strategic, go back and list the capabilities of each Strategic Resource.

And finally, at this point, list your Strategic Resources and your Unique Capabilities in Box #7 of your Rainmaker's Canvas.

Factors Used To Identify Strategic Resources	
Characteristics of Non-Strategic Assets	Characteristics of Strategic Assets
Homogeneous	Heterogeneous
Transparent	Ambiguous
Codified	Tacit
Simple	Complex
Non-Specific	Specific
Non-Lasting	Lasting
High Mobility	Low Mobility
Separable	Non-Separable
Tradeable	Non-Tradeable

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Resource Type	Names or Descriptions	Strategic Resource?		Capabilities	Problems Solved For The Practice	Currently Used In Which Processes?	Potential Usage In What New Process?
		Y	N				
Financial							
Physical							
Human							
Technological							
Reputation							
Organizational							