

Capital Mix Analysis

Description:

Individuals, communities and organizations have a variety of relative strengths and weaknesses/gaps in their overall "capital mix" (assets). We fail when we only look through the lens of one or a few. Following are 7 essential forms of capital to analyze in the design process.

- **Financial (Economic) Capital**
These are the economic resources available/accessible.
- **Human Capital**
This is the people who can work on an issue/challenge.
- **Physical Capital**
This includes things like accessible raw materials, facilities, transportation, stores, machinery, energy, supplies, local bodies of water, plants, forests, agriculture, fish and animals.
- **Social Capital**
This the networks of relationships among people who live and work in a particular society including formal and informal community groups that work together towards a specific purpose.
- **Knowledge Capital**
This is oftentimes called intellectual capital and is the intangible asset that represents valuable ideas, methods, processes and other intuitive talents that exist.
- **Cultural Capital**
Cultural capital falls into three categories: **institutionalized** (education or specialized knowledge), **embodied** (personality, speech, skills), and **objectified** (clothes or other belongings).
- **Experiential Capital**
These are skills and insights people have gained in work and life.

Framework Guide:

This framework/worksheet can be helpful either working together with the potential constituent(s) or within the team post-meetings/research as an analytical tool. The key is to not just look at the situation from a deficit perspective but rather from an asset perspective. Constituents are relatively "wealthy" in so many forms of capital potentially. Understanding this and building on what exists, not just looking at what doesn't, is critical for helping to empower change.

First, fill out the strengths that the constituent(s) has for each type of capital.

Next, look at the strengths and decide which ones can likely be most highly leveraged and note this down. What are the strongest forms of "wealth", so to speak? What's unique?

Third, note down where weaknesses/gaps exist.

And fourth, looking at these weaknesses/gaps, try to identify where you/your organization/your innovation can or could potentially "intervene" to create strength/fill in a gap. This is where you assess you are relatively "wealthy" and can add value.

Through this exercise you should get a 360 degree view of the capital mix and an idea of what to leverage and where to support.

Capital Mix Analysis

	Strengths	Highest Strengths/ Leverage Opportunities	Weaknesses/Gaps	Potential Intervention Areas
Financial				
Human				
Physical				
Social				
Knowledge				
Cultural				
Experiential				