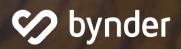# DAM strategic planning workbook

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DAM strategic planning

Use this workbook to craft the beginnings of your DAM strategy.

Establishing your DAM Vision	
Explain how DAM will serve as the foundation of your entire digital ecosystem. How? Why?	
What internal and external resources do you have at your disposal to help with your DAM program?	
What are three short term goals for your DAM program?	1. 2. 3.
What are the high-level key initiatives for your DAM program?	

Conducting an audit

How many assets does your organization currently have and what is the growth rate of your content library? (i.e. How many assets are being uploaded every month? x # of months)	
Where are all the locations where digital assets are stored besides the DAM platform?	
What are the most utilized assets in your DAM library? (By topic, theme?)	
What are the least used assets in your DAM library? (By topic, theme?)	

Documenting use cases and business requirements

What are the requirements and use-cases for DAM at your organization?	
How do you rank them in terms of priority?	
Provide links to documented workflows for asset creation and distribution.	

Determining the scope of your DAM

Describe in one sentence the purpose and mission of your DAM.	
Using the mission statement from above, list types of digital assets that do NOT belong in your DAM platform.	
Using the mission statement from above, list types of digital assets that DO belong in your DAM platform.	

Identifying key stakeholders

Which departments will benefit the most from your DAM platform? The least?	
Which stakeholders in these departments are champions of change and are always looking to improve processes?	
List a stakeholder from the following roles that you think can help drive change and DAM adoption within your organization:	
IT / project management	
Business analysts or consultants	
Librarians or content stewards	
Executive leadership or management	

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