

A VISUAL SUMMARY

Asset Based Community Development *In Action* Learning Event

Sierra Health Foundation
Sacramento, California
October 28 & 29, 2010



Mobilizing the gifts of people, organizations, and communities.



Powerful people and effective programs working together.

Learning Event Goals

GOALS

Learn to:

- Engage institutions with communities & vice versa
- Methods to tap into the unique power of individuals
- Build community engagement
- Sustain community organizations & leaders
- Find & mobilize organizational & community assets
- Grow social networks & relationships

Working on real-life situations & develop goals to take home

Being a Learning Community

Building the Road as we walk it

* Guiding principles
* Questions
* Practices

Agendas

AGENDA DAY 1

9:00 Welcome & introductions
ABCD Principles

10:30 Break

Applications: Savannah
Individual goals

12:00 Lunch (1 hour)

Roles of institutions & associations

2:30 Break

Learning conversations
Brief check-in

4:00 Close

AGENDA DAY 2

9:00 Opening
Questions vs. Answers
Leading by stepping back

10:30 Break

Connector leaders
Engaging them using learning conversations

12:00 Lunch

Asset-mapping
ABCD for inclusion

2:30 Break

Taking our learnings forward

4:00 Close

Principles of ABCD

THE DILEMMA . . .

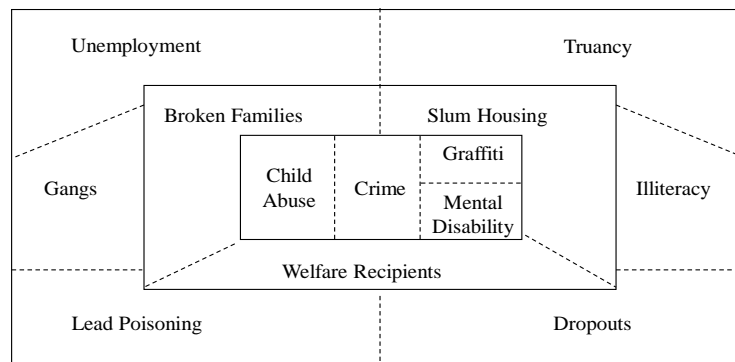


People and Communities have *deficiencies & needs*

Individuals and Communities have *skills and talents*



NEIGHBORHOODS NEEDS MAP



CONSEQUENCES OF THE NEEDS MAP FOR LOCAL RESIDENTS

- “We are deficient”
- Our local relationships are damaged
- Most money comes into our community for programs – often narrowly defined
- Money can get misdirected towards professional helpers, not residents
- We place focus on leaders who magnify deficiencies
- We reward failure and foster dependency on systems
- Our community has a poor self-image
- We experience hopelessness

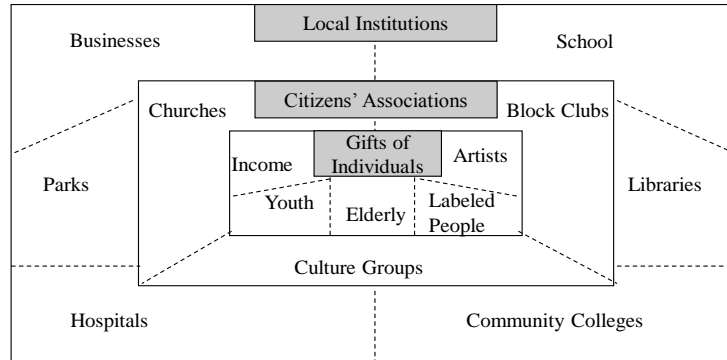


SIX TYPES OF ASSETS TO CONNECT

1. Talents and skills of our people
2. Associations, and our network of relationships
3. Institutions and professional entities
4. Physical assets
 - Land, Property, Buildings, Equipment
5. Economic assets
 - Productive work of individuals, Consumer spending power, Local business assets
6. Culture/Stories



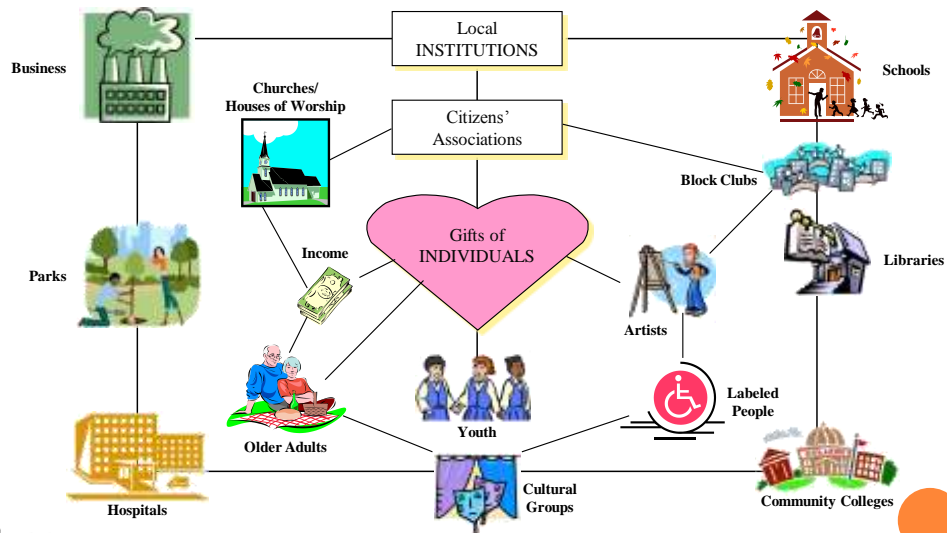
COMMUNITY ASSETS MAP



Building Communities From the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets. Kretzmann, John P. and McKnight, John L.



COMMUNITY ASSETS MAP



Role of Institutions & Associations

INSTITUTIONS

 CONTROL

 PRODUCTION

 CONSUMERS/CLIENTS
 "PROGRAMS ARE THE ANSWER"

ASSOCIATIONS

 CONSENSUS

 CARE

MEMBERS/CITIZEN
 "PEOPLE ARE THE ANSWER"



Institutions	Associations
<p> ▲ DO WELL </p> <ul style="list-style-type: none"> - Resources-energy - 1 goal/focus - Clear decision-making process - Dissemination of resources - Product consistency - Cultural adaptability - Regulation/quality control - Systems of accountability - Machine- people/skills matched 	<p> ● DO WELL </p> <ul style="list-style-type: none"> - Value individuals - members → Power - do the work! (w/o permission) - inside-out - based in + helps develop relationships - emerging leaders - everyone's expertise is valued - no rejection - flexibility to respond - creativity - end if purpose is over - quality vs. quantity - innovation



Learning Conversations



Learning Conversations

- ▶ Deepen relationship
- ▶ Discover their gifts, interests, fears..
- ▶ Define potential mutual interests
- ▶ Expand connections

Listening for:

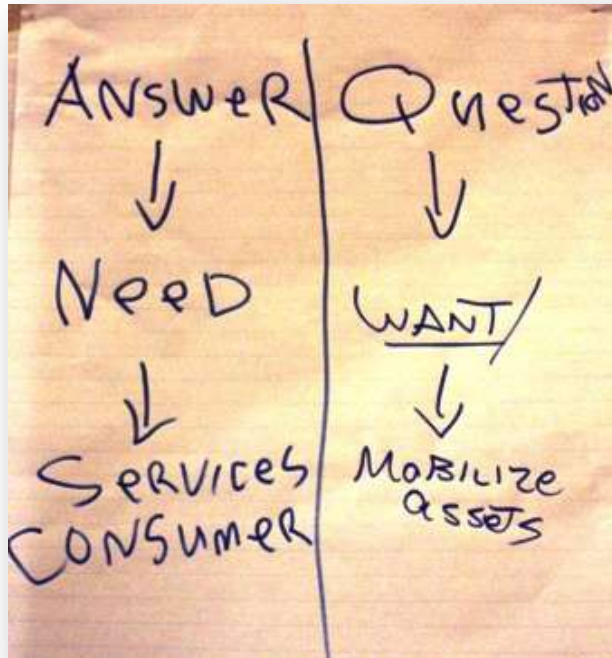
- ▶ Things we don't want to happen/fear + concerns
- ▶ Dreams
- ▶ Gifts to contribute

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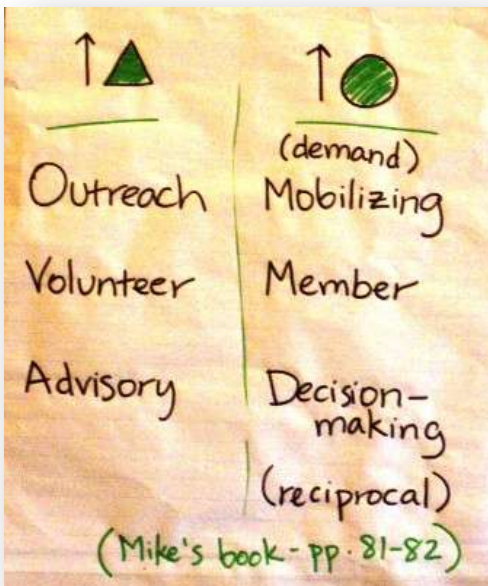
Motivations to Act



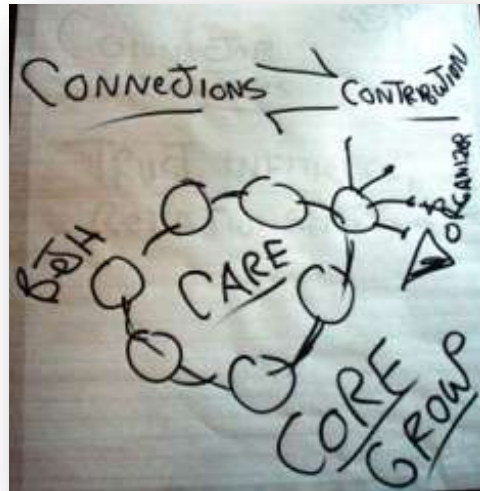
Questions verse Answers



Leading by Stepping Back



Connector Leaders



Resources



Workshop Facilitators



Mike Green, Tara Zagofsky, & Ron Dwyer-Voss

We'd like to thank Bob Rhodes & John Black for their contributions,



WELLS FARGO

&

SIERRA HEALTH FOUNDATION
An Endowment for Northern California

for their support of the event,

and **ALL** of you for sharing your gifts, dreams, and contributions!

THANK YOU!

