

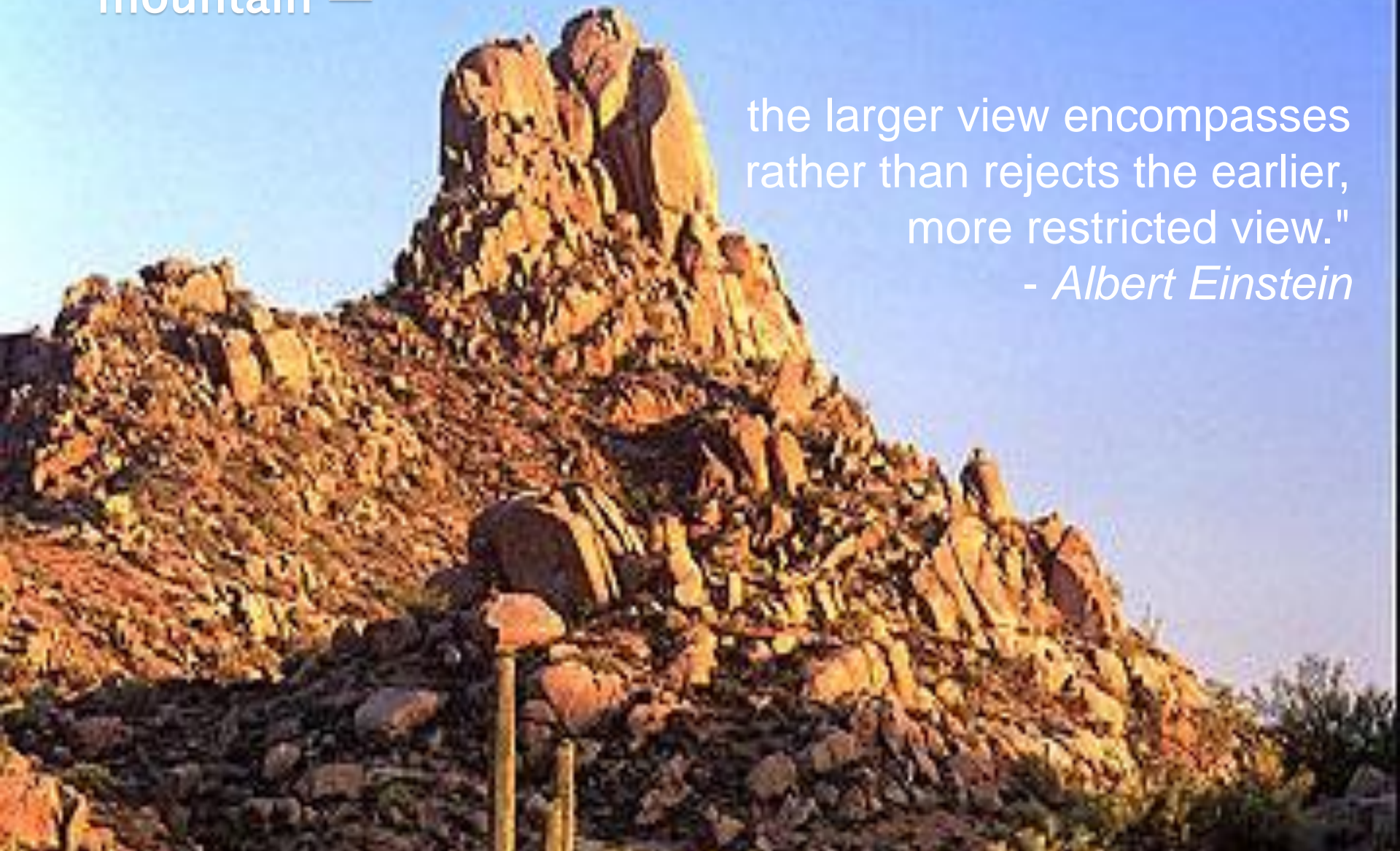
Warning -
could be hazardous
to your paradigm
or world view

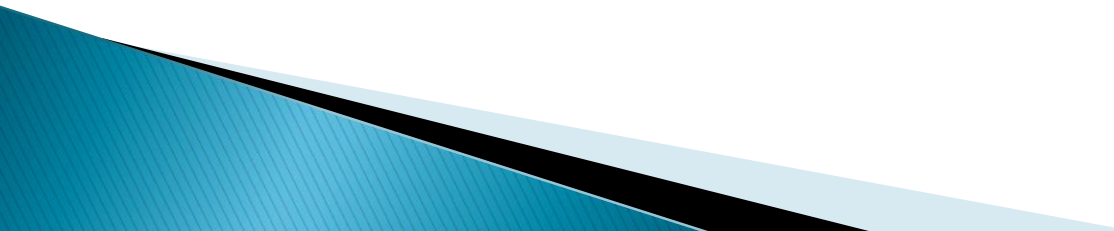


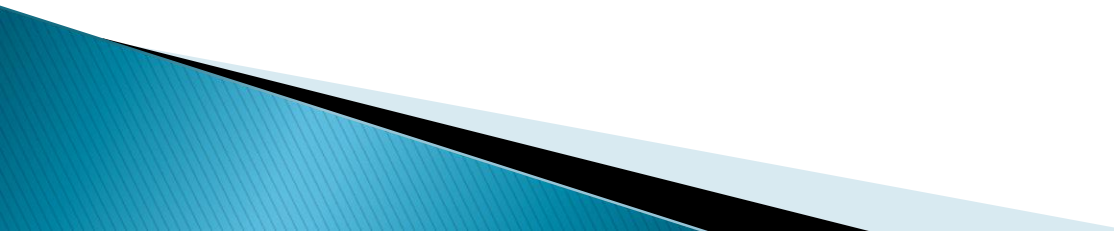
"New frameworks are
like climbing a
mountain —

the larger view encompasses
rather than rejects the earlier,
more restricted view."

- *Albert Einstein*

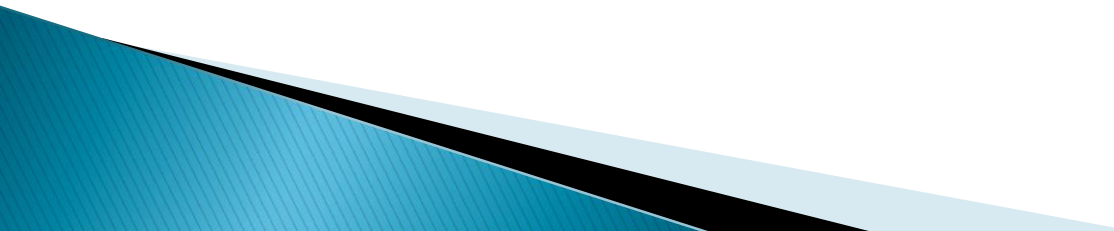


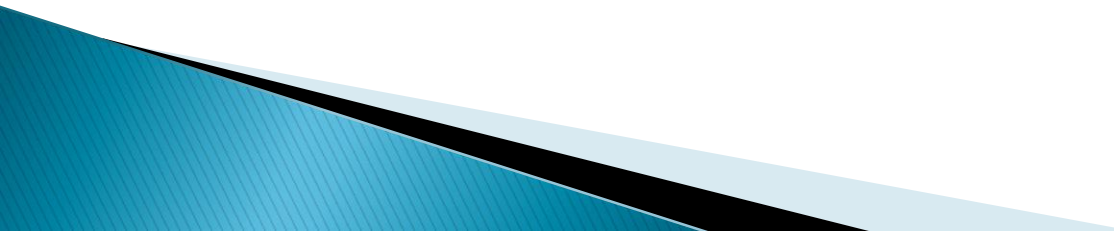
- ▶ **Communities have never been built by dwelling on their deficiencies.**
 - ▶ **Focus on the resources, capacities, strengths and aspirations of a community and its residents, instead of dwelling on the needs, deficiencies and problems.**
- 

- ▶ **The wisdom of the community always exceeds the knowledge of the experts**
 - ▶ **Building and nourishing relationships is at the core of building healthy and inclusive communities**
- 

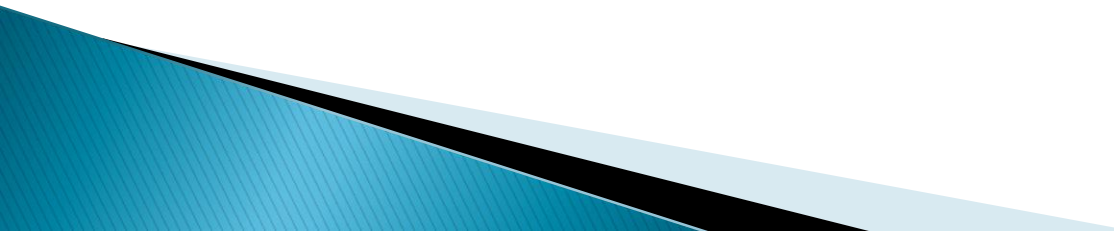
Colleen's story



- ▶ **Every single person has capacities, abilities, gifts and ideas**
 - ▶ **Living a good life depends on whether those capacities can be used, abilities expressed, gifts given and ideas shared**
- 

- ▶ **The wisdom of the community always exceeds the knowledge of the experts**
 - ▶ **Building and nourishing relationships is at the core of building healthy and inclusive communities**
- 

- ▶ Instead of asking *‘what’s wrong and how do we fix it’*, ask, *‘what have we got, what’s worked, and how do we get more of it’*.

- ▶ **What we focus on becomes our reality. If we focus on what is wrong or what is missing, we tend to see everything through that filter or frame.**
- 



What
might be
possible if

people focused
their attention
on....

Opportunities

rather than problems

Strengths

more than weaknesses

What can be done

instead of what can't be done

- ▶ ABCD helps us see people and places not as problems for experts to solve, but as being full of hidden assets, skills and strengths that can be harnessed



**Power is the
ability to be
defined by your
capacities
rather than your
deficits**

John McKnight

BRANXTON LIONS CLUB

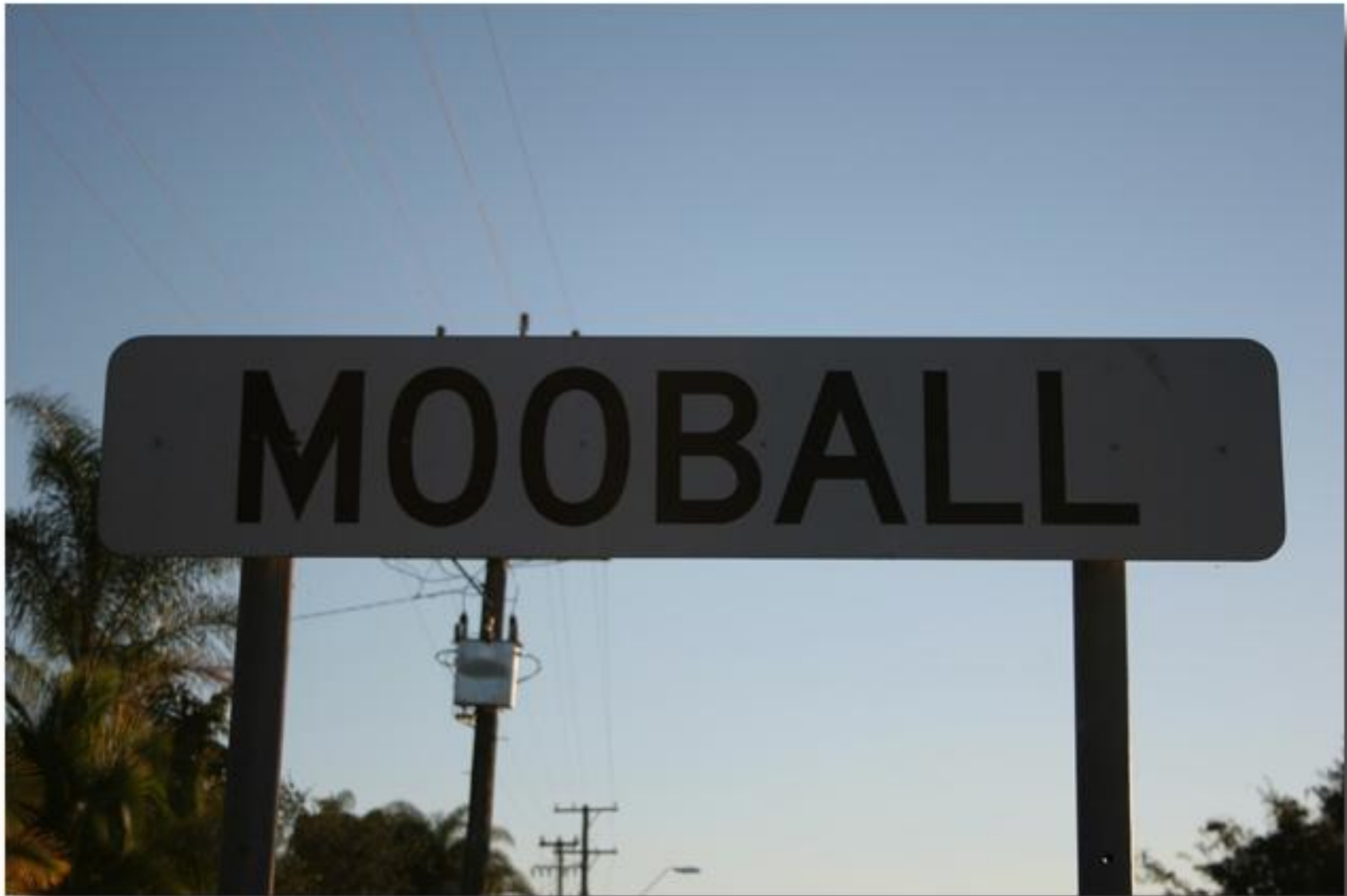


**WELCOMES
GAREFUL DRIVERS**

**We have
two cemeteries
no hospital**



**MEETS AT
GOLF CLUB
BRANXTON
10TH TUESDAY 7:00**







“Self confidence
is the result of
successfully
survived risk”

Jacob Gibb



Types of assets

1. Talents, skills and passions of our people

2. Community groups and networks

3. Government and Non- Government agencies

4. Physical assets –

- land
- property
- buildings
- equipment

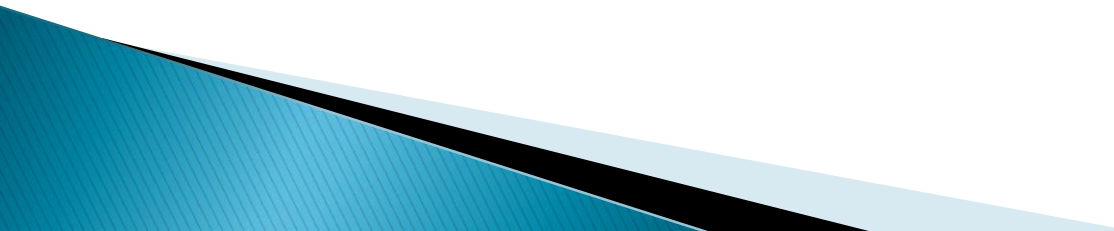
5. Economic Assets

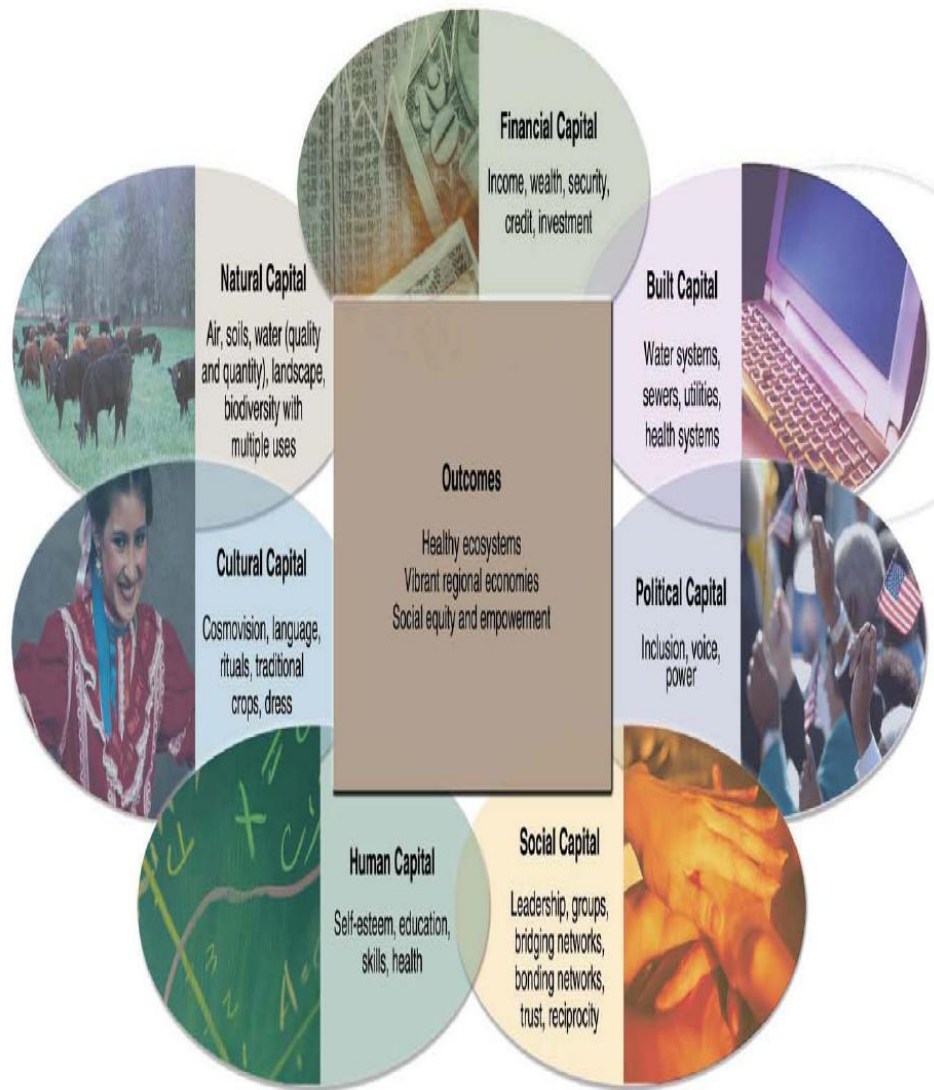
- productive work of individuals
- consumer spending power
- local business assets

6. Stories, heritage and local identity / values



Drivers Assets

- ▶ What people care about
 - ▶ Relationships
- 



NORTH CENTRAL REGIONAL CENTER FOR RURAL DEVELOPMENT
Iowa State University, 107 Curtiss Hall, Ames, IA 50011-1050
(515) 294-8321, (515) 294-3180 fax. www.ncrcrd.iastate.edu

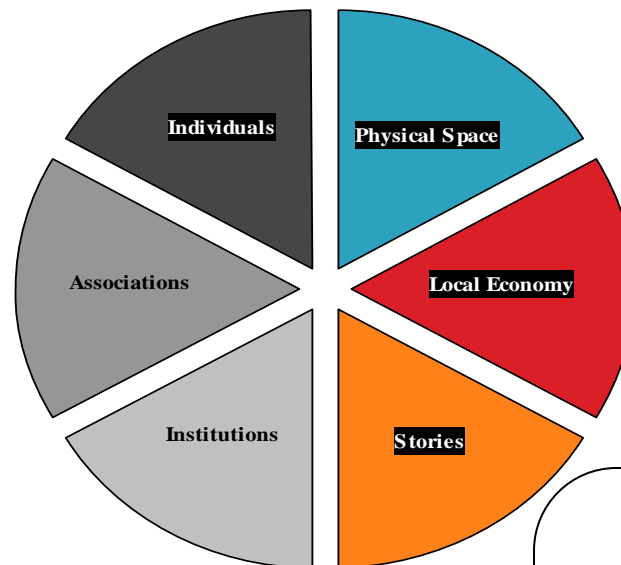
A Simple Asset Map – My Community

Individuals

Gifts, Skills,
Capacities,
Knowledge and Traits
of
Youth
Older Adults
Artists
Welfare Recipients
People with
Disabilities
Students
Parents
Entrepreneurs
Activists
Veterans

Local Economy

For-Profit Businesses
Consumer
Expenditures
Merchants
Chamber of
Commerce
Business
Associations
Banks
Credit Unions
Foundations
Institutional-
Purchasing Power
and Personnel
Barter and Exchange
CDCs
Corporations and
Branches



Physical Space

Gardens
Parks
Playgrounds
Parking Lots
Bike Paths
Walking Paths
Forests/Forest
Preserves
Picnic Areas
Campsites
Fishing Spots

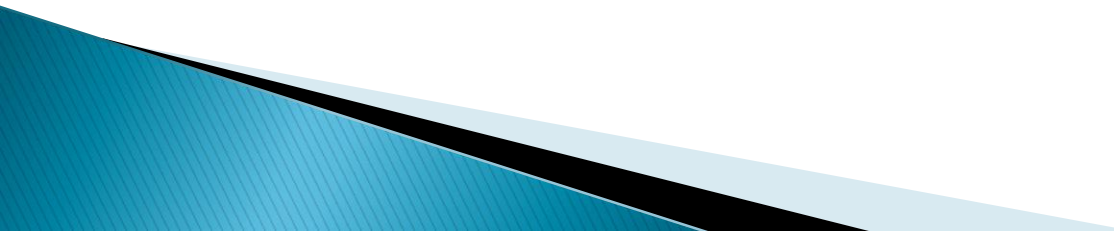
Institutions

Schools
Universities
Community
Colleges
Police
Departments
Hospitals
Libraries
Social Service
Agencies
Non Profits
Museums
Fire Departments
Foundations

Associations

Heritage Groups	Animal Care Groups
Hobby and Collectors Groups	Anti Crime Groups
Men's Groups	Block Clubs
Mentoring Groups	Business Organizations
Mutual Support Groups	Charitable Groups
Neighborhood Improvement Groups	Civic Events Groups
Political Organizations	Cultural Groups
Recreation Groups	Education Groups
Religious Groups	Elderly Groups
Service Clubs	Environmental Groups
Social Groups	Family Support Groups
Union Groups	Health Advocacy and Fitness Groups
Veteran's Groups	
Women's Groups	
Youth Groups	

Three Key Steps to ABCD

- ▶ Discover the assets
 - ▶ Join the assets together
 - ▶ Create opportunities for these assets to be productive and powerful together
- 



“What you
see depends
mainly on
what you
look for”



When people discover what they have they find power

When people join together in new connections and relationships they build power

When people become more productive together, they exercise their power to address problems and realise dreams
(Mike Green)

inspiring communities

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- ▶ www.inspiringcommunities.com

Useful Websites

Asset Based Community Development Institute:
www.northwestern.edu/ipr.abcd

Central Coast Community Congress
www.communitycongress.com

The ABCD Asia Pacific Network:
www.newcastle.edu.au/centre/fac/abcd

ABCD Global Consulting
www.abcd.global.org



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