Research consistently shows that young people from all backgrounds do better when they have a strong foundation of Developmental Assets® in their lives. This energizing train-the-trainer (TOT) workshop will prepare attendees to deliver two core Search Institute designed workshops. The first, Everyone’s an Asset Builder, introduces the Developmental Assets Framework and the powerful role of individual asset builders in the lives of youth. Sharing the Asset Message prepares community members and groups to deliver a variety of asset-building messages to multiple audiences.

PARTICIPANTS WILL

- Understand the Developmental Assets framework and powerful role of individual asset builders in the lives of youth
- Identify the characteristics of effective asset builders and their own personal areas of strengths and challenges
- Understand “circles of influence” and identify the circles in which they have the greatest potential for impact
- Identify multiple strategies and formats for sharing the asset message in your community
- Learn how to communicate the asset message to different community sectors

WHO SHOULD ATTEND

- Community coalition members and leaders
- Youth program staff and leadership
- Counselors
- Social workers
- School staff

WHAT YOU WILL RECEIVE

- Full curriculum to lead both Everyone’s an Asset Builder and Sharing the Asset Message
- Online access to training materials
- Print publications
- Access to private Facebook group for trainers
- Exclusive discount on Essentials of Asset Building resource library
- CEU available

Learn more: training@searchinstitute.org | searchinstitute.org/professional-development/