



Essentials of Asset Building for trainers and facilitators

FORMAT: 2 FULL DAYS

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