



Head

Things I know
and enjoy
learning about.



Hands

Things I can do, fix,
make, or create.



Heart

Things I'm excited,
passionate, or
concerned, about.

**HEAD
HANDS
HEART**



ABCD IS

1. An Approach
2. A Set of Tools
3. A Catalyst

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TRADITIONAL VIEW



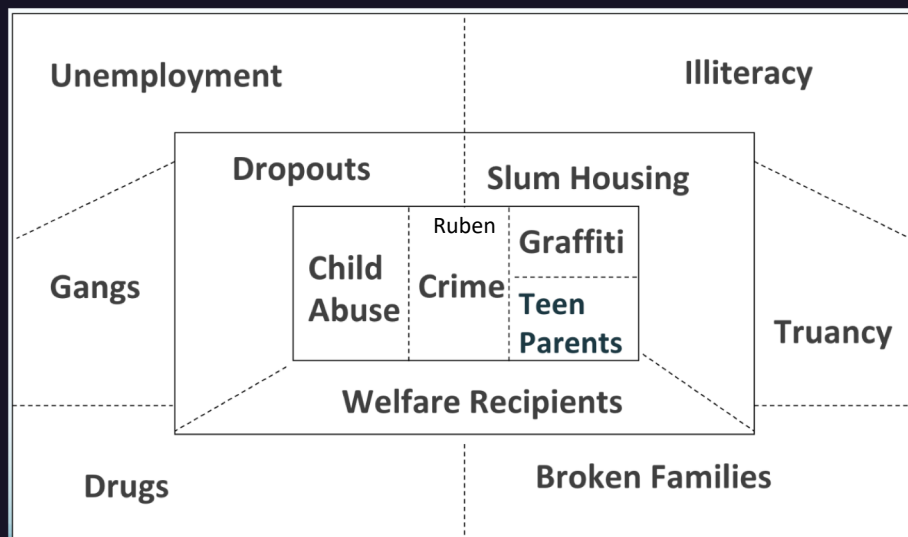
People and communities have deficiencies have needs.

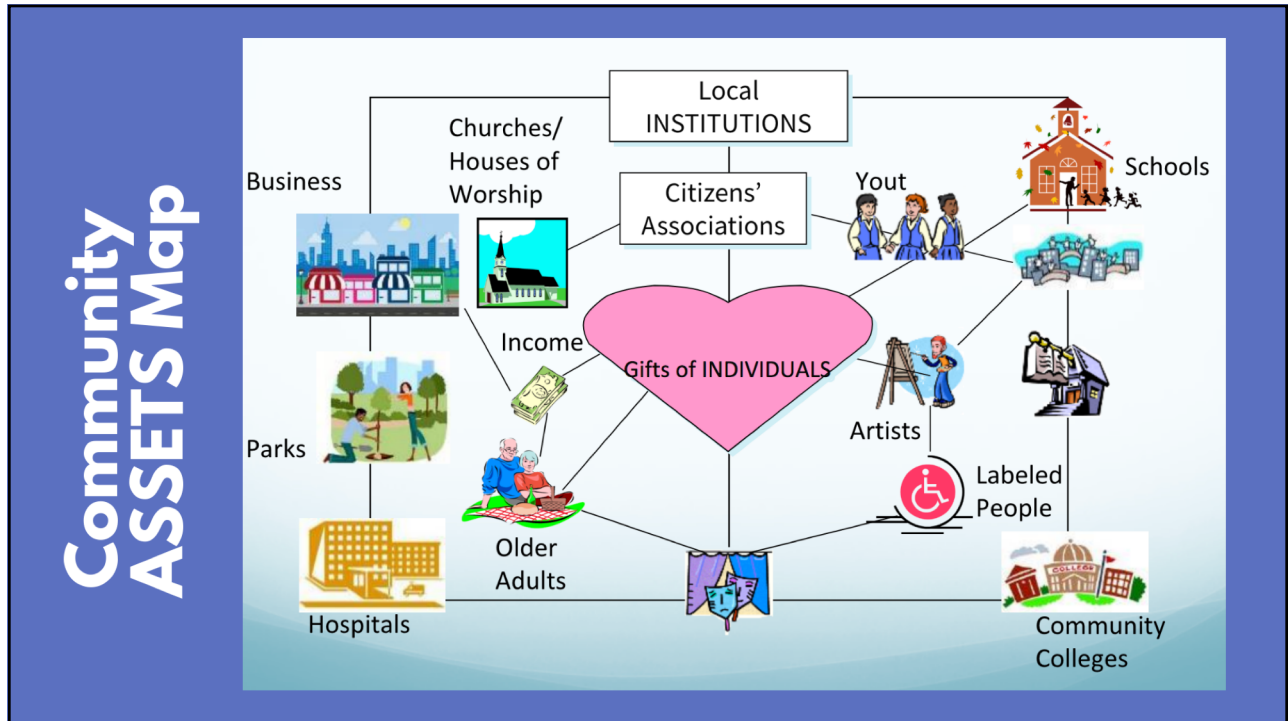
ABCD LENS



People and communities have assets and capacities.

Community NEEDS Map





<h3><u>ABCD Approach</u></h3> <p>Focus on assets</p> <p>Builds from opportunities</p> <p>Investment orientation</p> <p>Emphasis on associations</p> <p>Focus on community</p> <p>Goal is empowerment</p> <p>Power comes from relationships</p> <p>People are the answer</p> <p>People are citizens</p>	<h3><u>Social Services Model</u></h3> <p>Focus on needs</p> <p>Responds to problems</p> <p>Charity orientation</p> <p>Emphasis on agencies</p> <p>Focus on individuals</p> <p>Goal is services</p> <p>Power comes from credentials</p> <p>Programs are the answer</p> <p>People are clients</p>
C O M P A R I S O N	





Individuals

- The gifts of local residents: hopes, concerns, and talents.
- Everyone has something to offer.
- ABCD especially seeks to include traditionally excluded people.
- The only asset in every success story.

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Associations

- Small, informal groups of people.
- Individuals choose to give their gifts.
- Power comes from the pooling of individual gifts.
- Clubs, groups, unnamed affiliations.

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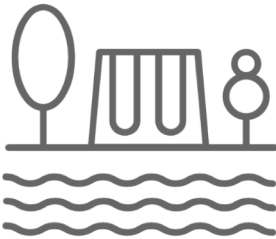


Institutions

- Three types: for profit, not-for-profit, and governmental.
- Formally structured and work toward repeatable goals.
- Individuals are paid for their work.
- Resource abundant.

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SUPPLEMENTAL ASSETS



Physical



Exchange



Culture

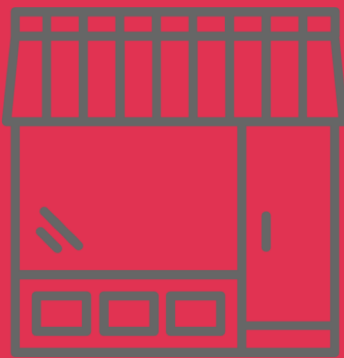
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Physical

- Spaces and places within the community.
- On the earth and under the earth.
- Human made and existing in nature.

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Exchange

- Exchanges of gifts and productive work.
- Things that are bought, sold, shared, given, traded, and bartered.
- Sometimes termed local economy.

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Culture

- Captures when the community was / is at its best.
- Stories, traditions, practices that bring people together.
- Represents what's important to people.



:15

ASSET MAPPING



ASSET MAPPING

Debrief



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LEARNING CONVER SATIONS



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LEARNING CONVERSATIONS

Purpose

- Build
- Discover
- Explore
- Invite
- Connect

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LEARNING CONVERSATIONS

What motivates someone to act?

- Hopes & Dreams
- Concerns & Fears
- Individual Gifts

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  **Learning**
  **Conversations** **:25**

- What makes the other person tick?
- How would you engage them?

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**LEARNING
CONVER
SATIONS**

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THANK YOU

Your feedback is valuable!

- * Ruben Medina
The Foundation for Sustainable Urban Communities
rmedina@stapletonfoundation.org
- * Beckah Terloun
Invisible Strategy Consulting
beckah@invisiblestrategy.com

invisible
strategy.com