

Essentials of Asset Building

Training of Trainers

Do you want to spread the asset message in your community or organization? Inspire and support asset-building individuals and organizations with the curricula you'll learn about in this Training of Trainers. The event empowers you to deliver two core Search Institute community-centered workshops:

- **Everyone's an Asset Builder**, introducing the Developmental Assets® framework and the powerful role of individual asset builders in the lives of youth.
- **Sharing the Asset Message**, training community members and groups to deliver a variety of asset-building messages to multiple audiences.

Key content:

- Instruction on innovative and effective training strategies delivered through time-tested curricula.
- Proven resources, including interactive, hands-on designs, and a complete training curriculum.
- Personal coaching from a Search Institute master trainer.

Materials: *The Asset Approach*, 150 *Ways to Show Kids You Care* mini-poster, and *You Can Make a Difference* brochure (one per participant). Each individual or team can also purchase the **Training Resource Library** (optional)—\$450 plus shipping, a \$600 value. The library includes Search Institute resources relevant to the workshops in the curriculum. Trainers can use these resources to deepen their knowledge and to refer to in trainings.



Who should attend:

- Community coalition leaders
- Concerned community members
- Community organizers
- Youth- and family-serving organization staff, particularly training staff

Length: Two days

CEU (Continuing Education Units) are available

“... after 25 years of advocating for young people, I had recently grown tired and discouraged. As a result of attending this workshop and reading your materials, my hope for the future is fully restored.”

—TOT Participant

“The best training of trainers I’ve ever been to. Absolutely meaningful.”

—TOT Participant