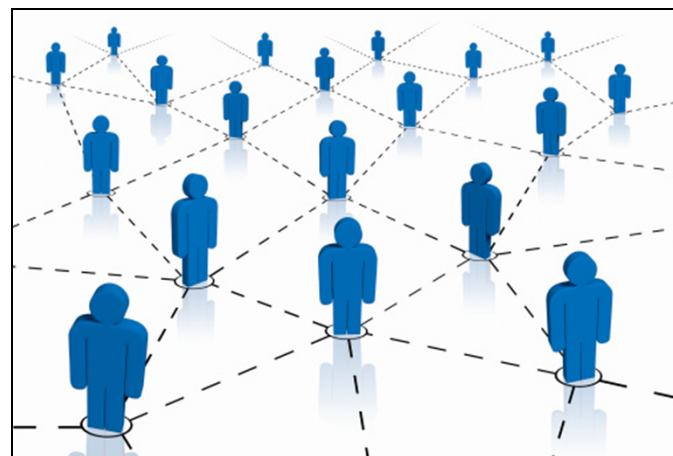


Linking & Leveraging Assets

Scott Hutcheson
Assistant Director of Extension
NACDEP 2012 – Park City Utah

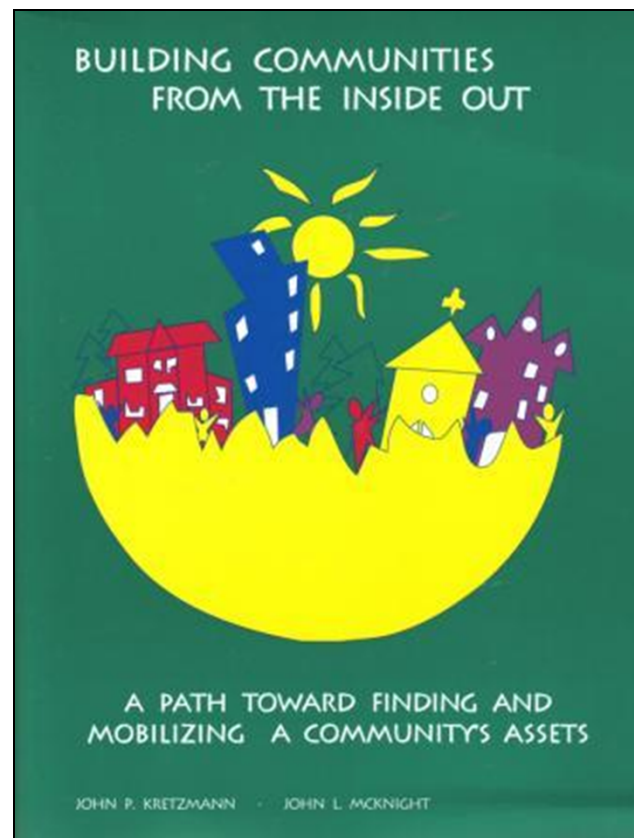
Economic and Community
DEVELOPMENT



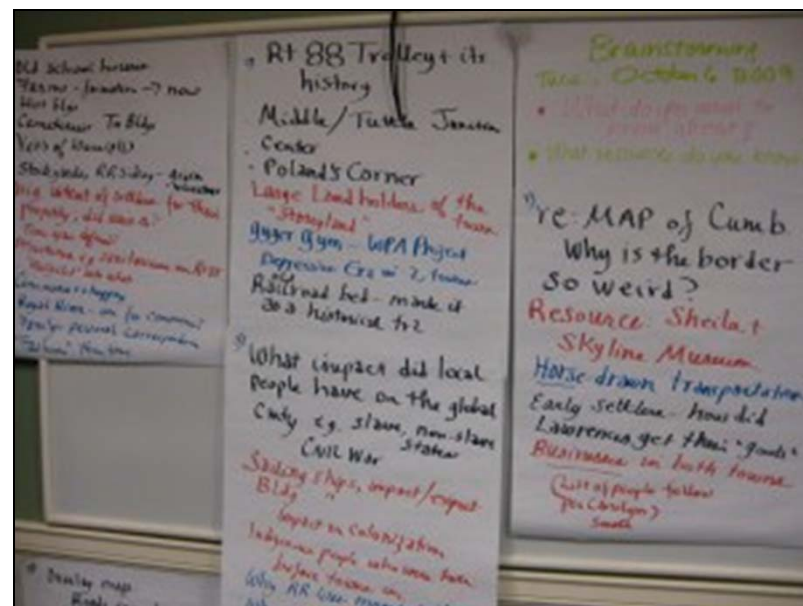
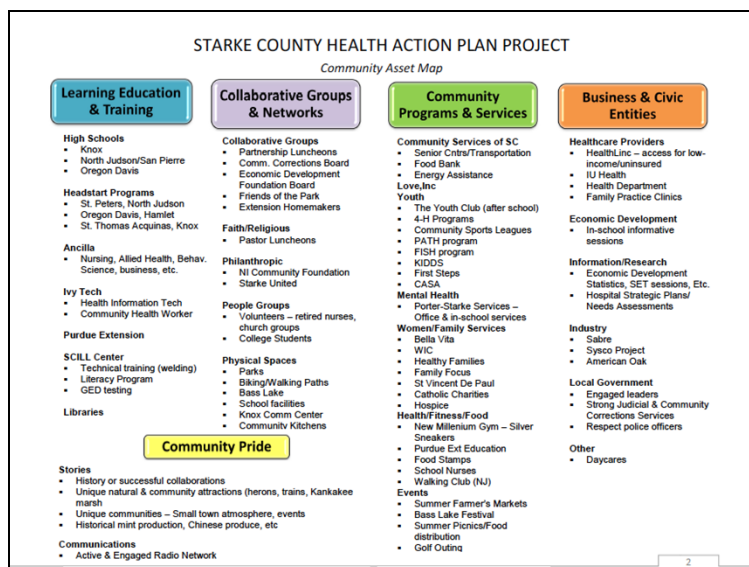
Goals for Today

- Understand the concept of linking and leveraging assets
- Learn from link-and-leverage success stories
- Practice linking and leveraging our own assets
- Explore Extension's role in linking and leveraging assets

Asset-Based Community Development



Identifying Assets Is Only the First Step...

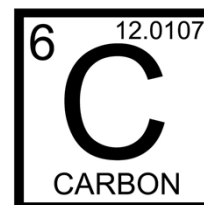
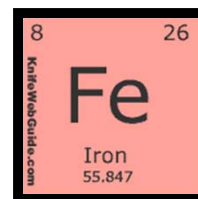


...the Real Power Comes in Linking and Leveraging Assets

- How new ideas emerge
- How new value is added

The Periodic Table

The image shows a standard periodic table of elements. The elements are arranged in rows and columns, with colors indicating different groups. Hydrogen (H) is highlighted in the top-left corner.



We Have Always Linked and Leveraged Assets to Grow Our Economy

- **Natural Resources:** Rich Soils, Minerals
- **Waterways:** Lake Michigan and the Ohio River
- **Location:** Crossroads of America



Today's Economic Assets

- Talent & Brainpower
- Innovation & Entrepreneurship
- Compelling Stories
- Quality, Connected Places
- New Ways to Collaborate

- 
- Resources
 - Experience
 - Expertise
 - Networks
 - Passions

Link & Leverage Success Story: Medora, Indiana



*Why can't we make headway in turning the
abandoned outlet mall into a food distribution
warehouse?*

Link & Leverage Success Story: Medora, Indiana



Linking & Leveraging Assets
Begins with Asking an
Appreciative Question

*How could we use **local foods** to help us grow our economy?*

Link & Leverage Success Story: Medora, Indiana

Experience



Expertise



Resources

Network

Link & Leverage Success Story: Medora, Indiana



- 3,000 visitors in 2012
- National food & travel press
- Partnerships with King Arthur Flour & Woodford Reserve
- Maple Syrup sold at Williams-Sonoma
- On the menus of best restaurants in U.S.
- Producers sell at 4x the price of others

Techniques for Linking & Leveraging Assets

- Asset Shuffle
- Asset Bounce



Step 1: Begin with an Appreciative Question

What could we do together to strengthen NACDEP?

Step 2: Identify Assets

What assets (resources, experience, expertise, networks, passions) do you have that you could contribute?

- Use index cards to list them (one per card)

Step 3: Link & Leverage Exercises

Asset Shuffle: *Collect the cards, shuffle them, and lay down one at a time, see if an idea emerges. If so, record it. If not discard. Repeat, reshuffling all cards, if needed, until you come up with 6-8 ideas.*

Asset Bounce: *Collect the cards. Lay down the top card. Think of this as the “core” asset. Look through the deck and find one card that could “go with” the core asset. Discuss how it could connect. Find another card that could “connect” to the first card. Repeat until you have a fully fleshed out idea. Re-shuffle all cards, use the new top card as the core asset. Repeat the process. Continue until you have 6-8 new ideas recorded.*

Step 4: Prioritize

Role of Extension in Linking & Leveraging Assets

- Helping community groups go beyond asset mapping
- Not a neutral facilitator but rather a full participants with assets to offer
- Help frame appreciative questions (*this is difficult for community groups*)