

In partnership with
Designed Learning



***“From What’s
Wrong to
What’s Strong”***

Cormac Russell

American Tour

March 12th to 23rd, 2018



Cormac Russell, (Director of ABCD Europe, Author, Keynote speaker, Faculty member of Asset-Based Community Development (ABCD) Institute) will be touring throughout America between March 12-23, 2018. The purpose of the tour is to promote the asset-based community development approach. He will share lessons learned from working at the kitchen tables of local communities and the boardroom tables of civil society organisations, governments and businesses, in 35 countries around the world. He will also be sharing the Eight Touchstone approach to developing ABCD Learning Sites from his pioneering work in Europe.

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Designed Learning, Inc. (A Peter Block Company) works across the world to help create workplaces and communities that facilitate empowerment, stewardship and chosen accountability.

“The only change that is truly sustainable is community driven change.” - Cormac Russell



Check out Cormac's TEDx Talk - Sustainable Community Development: From What's Wrong to What's Strong

<https://youtu.be/a5xR4QB1ADw>

Cormac Russell, 'From What's Wrong to What's Strong Tour'

USA, March 12-23, 2018

If you are interested in booking Cormac Russell for an ABCD keynote or training experience during this period please contact him directly to discuss details at cormac@nurturedevelopment.org

"No one speaks with more clarity about building an authentic Asset Based Community than Cormac. He illuminates the community space with an enormous breadth of experience and insight. We are lucky to have him in the US, especially at this particular time. I would urge you to find a way to spend time at one of his events." - Peter Block, author & consultant

What can I expect from a workshop?

- An immersive learning experience in a living community of practice where ABCD is brought alive and you get to play and experiment with powerful tools for change.
- Accelerate real-time learning and internalize practices and techniques through dynamic feedback as you practice learning conversation methods, asset mapping and other ABCD tools for change that are integral to community work.
- An understanding of the history of ABCD, relating it to your experience of community practice.
- Explain the 5 guiding principles of ABCD in both theory and practice. Identify the 6 building blocks of community building, exploring how these assets can be identified, connected and mobilised in the neighbourhood context.
- Learn to apply the 8 touch stones of community building, offering stories and examples of their application.
- Experience the power of stories, and how other tools such as open space, world café, appreciative inquiry and time banking can complement ABCD community building efforts.
- Learn how to use the 'Good Life' conversation to vitalize the way you work with people on a one to one basis.
- Use stories and case studies of ABCD in action from our Learning Sites, in the UK and around the world, to highlight effective practice.

"I believe that Cormac Russell and Nurture Development is uniquely placed to provide thought leadership and practical support in promoting more place based, citizen centred approaches throughout the UK and beyond. I highly recommend Nurture Development and am proud to have them as strategic partners." – John McKnight, ABCD Institute

This will be of interest to:

Active Citizenship

- Citizens
- Rotary members and other citizen led associations
- Tenant Participation groups
- Faith Communities

Public Services

- Social Workers
- Community Workers
- Police officers
- Fire Services

Government & Administration

- Local Government officers
- Public Health & Health Promotion practitioners
- Public Health practitioners
- Policy Makers

Support Services

- Practitioners in Housing Sector
- Practitioners working with Unemployed people
- Practitioners interested in supporting migrants and people new to their countries to connect with local community life
- Practitioners working with identified groups such as people with disabilities, mental health issues and youth at risk who wish to take a more strengths-based approach.

Social Development

- Funders and Donors
- Philanthropists and Businesses interested in taking an innovative approach to Corporate Social Responsibility

Themes

1. Supporting Community Led Health Creation
2. The six shifts from being a delivery based organisation to supporting community led change
3. Asset-Based Community Development and End of Life Care
4. Sport as an Asset for Community Building
5. The role for Faith Communities to support asset based community driven change
6. Asset-Based Community Development and Social Justice
7. Rebooting Democracy: making the shift from government centric to citizen-centred democracy
8. If it takes a village to raise a child, how can we raise a village where every child belongs?
9. What are the policy and strategic implications of proliferating ABCD principles and practices?
10. ABCD and Inclusion: nurturing a community culture of care: a practical guide.
11. 7 Top Tips for establishing ABCD Learning Sites, similar to the ones established in Europe, Australia and East Africa
12. Asset-Based Community Development: a Masterclass.

What is ABCD?

ABCD invites us to work beyond administrative boundaries and understand that people, their families and communities, have unique competencies that cannot be replaced by external professional interventions. As the only people who can build community are the people who live as part of the community.

The starting point for communities, funders, commissioners, policy makers and practitioners is necessarily a different one, instead of starting with a focus on what's wrong, ABCD invites us to start with a focus on what's strong so that we can use what's wrong to address what's wrong and make what's strong even stronger.

That means paying attention to assets that build community connection and power. However, these assets might not always be apparent, in fact, they are often invisible. Cormac's keynotes and workshops aim to help make the invisible become visible, and to help shift our focus from deliverables to discoverables:

<http://whatworksscotland.blogspot.co.uk/2017/04/asset-based-community-development-collective-efficacy.html>

Asset-Based Community Development: Sustainable development is about discoverables; not deliverables, What Works Scotland

For further details or to arrange a conversation to explore possibilities:

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