

Community Mashup

discovering creative connections



we bring people together by design

strategic planning • brand • web

About SmallBox

SmallBox is an Indianapolis-based design agency dedicated to **bringing people together** through thoughtful design, strategy, and creative solutions.

Using Human-Centered Design practices we specialize in **strategic planning, brand experiences, and websites.**



assets & challenges

what are community assets?

categories of wealth

- financial
- built
- natural
- cultural
- social
- human
- intellectual
- political

Categories of Wealth and descriptions adopted from *The Comprehensive Community Wealth Approach to Community and Economic Development* by Emily J. Wornell, Center for Local and State Policy.

financial community assets

Money and other liquid assets, net of liabilities, that can be easily converted money: letters of credit, stocks, bonds, etc.

built community assets

Physical infrastructure: equipment, buildings, telecommunications, roads, bridges, etc.

natural community assets

Resources provided by Mother Nature: clean air and water, landscapes, forests, wildlife, flora, fauna, climate, land, etc.

cultural community assets

Practices, values, and identities based in society: art and architecture, places of cultural significance, beliefs, traditions, etc.

social community assets

Trust, relationships, and networks found in civil society: family, friends, neighbors, acquaintances, neighborhoods, etc.

human community assets

Productive capabilities associated with the health status of a population, including physical, mental, and emotional health

intellectual community assets

Human knowledge, innovation, and ideas embodied in the education, skills, and talent embedded in a society

political community assets

Influence, power, and goodwill held by individuals, groups, and organizations that can be held, spent, or shared to achieve a specific goal

5 minutes

what assets exist in your community?

Using your worksheet, inventory at least 6 assets in your community.

AVOID FINANCIAL, IF POSSIBLE.

what are community assets?

categories of wealth

- financial (avoid for this exercise)
- built
- natural
- cultural
- social
- human
- intellectual
- political

Categories of Wealth and descriptions adopted from *The Comprehensive Community Wealth Approach to Community and Economic Development* by Emily J. Wornell, Center for Local and State Policy.

5 minutes

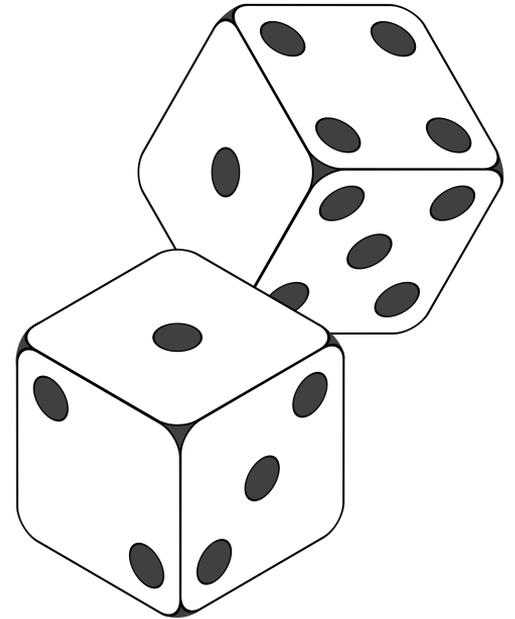
what challenges exist in your community?

Using your worksheet, inventory at least 6 challenges in your community.

dice roll

Roll One: **selects asset**

Roll Two: **selects challenge**



10 minutes

independent ideation

Open up your worksheet.

Now independently, answer the **opportunities** and **actions** prompts inside of your worksheet.

*p.s. save the **additional ideas** sections for later!*

opportunities

How might we creatively leverage this relationship?

What new or novel ideas does this connection spur?

actions

What work will be required to make these ideas successful?

30 minutes

table share

Going around the table, share about your **asset**, your **challenge**, and the **opportunities** and **actions** that you identified.

ask:

What's resonating? What experiences or insights do you have from your community that may add to this idea?

iterate:

Ideas evolve - take note of how group discussion impacts your original solution.

decide:

When everyone has had a turn to share, collectively decide which idea from your table you'd like to take to the greater group.

desired future

5 minutes

Independently, think about how the opportunities and actions you identified may shape your community. Consider your own ideas, what you learned from your table group, and the following questions to imagine your desired future.

- What does the future look like if you are successful?
- What prosperity is generated in your community as a result of this work?

let's take a break.

group share

Each table must present their chosen idea in 2-3 minutes.

answer:

- What's the **asset**?
- What's the **challenge**?
- What's the proposed **opportunity**?
- What **actions** will need to be done to accomplish this?
- What **insights** from today informed this solution?

closing reflection

what are your next steps?

thank you.

Questions? meg@smallbox.com

