

Rigorous Topic Immersion: Innovation in Asset Building Strategies

October 21, 2010

Sponsored by:



Learning Objectives

Training Description

The Innovation in Asset Building Strategies training session will challenge attendees to analyze and even reform their beliefs about the environmental, social, and cultural forces that affect individuals' spending and saving decisions. With the help of respected social worker and entrepreneur Annesha Freeman, attendees will learn from her revolutionary trademarked behavioral restructuring program, The Lies that Bind, to engage with the populations they serve in ways that allow them to address the inherent beliefs that may lead individuals to make poor financial decisions. By understanding foundations from which people make life decisions, attendees will be able to better design, market and deliver savings programs, incentives, and education centered around helping individuals and families to become financially independent.

Location

The Christman Building
208 N. Capitol Avenue
Downtown Lansing, 48933

For more information please visit www.cedam.info/resources/training

Agenda

Thursday, October 21, 2010

<u>TIME</u>	<u>ACTIVITY</u>	<u>PRESENTER</u>
8:30 AM	<i>Breakfast</i>	
9:00 AM	Welcome	
9:15 AM	Background of Asset Building Initiatives in Michigan	Don Jones
10:00 AM	The Lies that Bind: Techniques for behavior modification using the results of a 15-year participant/observation, exploratory ethnographic research project of several inner-city communities.	Anneshia Freeman
12:45 PM	<i>Lunch</i>	
1:45 PM	Best Practices in Asset Building models from around the country.	Ross Yednock and Megan Kursik
2:30 PM	Small group work- three game changing strategies for improving asset building efforts in Michigan.	
3:30 PM	Break	
3:45 PM	Evaluation/ Q &A	
4:30 PM	Adjourn	