

ASSET-BUILDING IDEAS FOR BUSINESSES

Whether for profit or nonprofit, businesses have a lot of influence when it comes to asset building. Enriching the lives of children and youth not only is good for society in general, it also can be good for business. Asset building strengthens the community, which is good for business, and asset-rich young people become asset-rich, productive employees and customers. Here are some ways businesses can build assets:

- **Post the list of developmental assets in high-traffic areas** throughout your organization.
- **Make it possible for all employees (parents and nonparents) to engage in asset-building efforts** by offering flexible scheduling, tax-deferred child-care payment options, time off for volunteering, and other family- and youth-friendly policies and benefits.
- **Build partnerships within the community to build assets.** Consider linking up with a school, a child-care center, a youth organization, or a preschool to give employees some focused ways to connect with children and youth. For example, employees could play and read for 30 minutes once a month with a group of 4-year-olds at a preschool, or they could tutor students in a subject related to their jobs for an hour every other week at a nearby high school.
- **Offer internships for youth** with concrete learning opportunities, good supervision, and plenty of support and guidance.
- **Use the asset framework as a resource** for employee training and development programs.
- **As part of your company's efforts to build goodwill and corporate responsibility, assume a leadership role in community-wide asset-building efforts.** If a community-wide initiative doesn't exist, become partners in and advocates for such an initiative, so that the community can become a healthy place for children and youth.
- **Support local youth development programs** through financial donations, human resources, and in-kind contributions.
- **Train employees in the Social-Competencies assets** as well as in the competencies and skills that your business requires.
- **Participate in mentoring programs** that pair adults and young people.
- **Be intentional about nurturing the 40 developmental assets** in the lives of teenagers employed by your company.
- **Focus corporate giving on programs that promote developmental assets** in the community.