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**Learning Lab: Strengthening Your SWOT and Building Wealth**

**October 25, 2015, 9:00 – 12:00 Studio 1 & 2**

**Participant Agenda**

**Learning Objectives:**

* Understand the wealth creation framework
* Learn new approaches to complement the SWOT requirement for the CEDS process, using wealth creation as an organizing framework
* Identify impact indicators and measures for wealth creation goals

**9:00 Welcome**

* Background and update
* Review of objectives and agenda

**9:10 Overview of Wealth Creation Principles in Community Economic Development**

* **Build wealth**, broadly defined, and aspire to do no harm.
* **Intentionally include people and firms on the economic margins** to build resilient economies and communities.
* Root wealth in local people, places and firms through **local ownership, control and influence.**
* Build **partnerships that transform/flex** with what is needed now and in the future.

**9: 40 Not Your Mother’s SWOT: New Approaches**

* Small Group Work: Spider Diagram, SWOT and Reflection
* Plenary Discussion

**10:50 Quick Break**

**11:00 Growing the Capitals: Indicators and Measures**

**11:45 Next Steps**

* Who to engage, when
* Resources

**12:00 Adjourn**