

Live Well

Characters

- Parent #1
- Parent #2

Props

- None

Time

About 2 minutes

Parent #1: What if I told you there’s a way to help your teenager succeed, not just with money—but with all areas of your teenager’s life?

Parent #2: Minneapolis-based Search Institute has surveyed more than three million teenagers since 1989. They found through research what kids need to succeed. Kids need the 40 Developmental Assets to succeed.

Parent #1: I’m really excited about these 40 Developmental Assets. Why? Because teenagers with more of these Developmental Assets make positive money choices. They’re more likely to save money. And they’re less likely to try risky behaviors like gambling or using drugs.

Parent #2: Not only do teenagers with more Developmental Assets make better money choices, but they’re more likely to succeed in school. And they’re more likely to become leaders. They’re people who make things happen. These are the kind of people we look up to.

Parent #1: I’m excited about these 40 Developmental Assets because they also keep teenagers from getting into trouble. Young people with more Developmental Assets are less likely to engage in alcohol or drug abuse and get into trouble at school or with the police.

Parent #2: Every day, I focus on building not only my Developmental Assets but also the assets in the people I see every day: teenagers, children, and adults. Because I know that the more

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Developmental Assets each person has, the more likely he or she is to make positive money choices and succeed in all areas of life.

Parent #1: So tell me. How can you build Developmental Assets? I already have way too much to do.

Parent #2: It's simple. It's not a to-do list. For example, get to know people's names. Call them by name. Say hi to them when you see them. Smile at them.

Parent #1: How can smiling at someone build Developmental Assets?

Parent #2: Tell me. Which do you prefer: When people smile at you—or frown at you?

Parent #1: I pick smile.

Parent #2: What else? Do you want someone to be mean to you—or nice?

Parent #1: Nice.

Parent #2: Do you want someone to bring out the best in you—or the worst?

Parent #1: Okay. I get it. These 40 Developmental Assets aren't hard. They make sense. They are simple.

Parent #2: (Smiles at Parent #1.) See? We're building Developmental Assets already.

Parent #1: (Smiles at Parent #2.) Yes, we are.