

# Prosperity

Why does it matter? What's at stake?



## The story you're telling:

Ensuring positive outcomes for everyone contributes to collective, shared good fortune, both economic and social.



## Strategic way to redirect thinking away from patterns such as:

Consumerism; Family Bubble; Individualism



## Concepts and ideas included in this frame element:

- **Community supports** are necessary to promote overall prosperity.
- A **strong sustainable** society depends on the **well-being** of all members.
- Capacities and skills developed in childhood become the basis of a **prosperous** society.
- Prosperity is both **social** and **economic**.
- Strong community supports will result in a common good that **benefits us all**.