

# Human Potential

Why does it matter? What's at stake?



## The story you're telling:

"When we support well-being, we make sure that everyone can reach their potential and fully contribute to our communities."



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

Human Services = Only the Basics, and Temporary; Individuals are Responsible;  
Well-being = Financial Self-Sufficiency ;  
Well-being = Physical Health



## Concepts and ideas included in this frame element:

- We all benefit when **everyone reaches their potential** and contributes to our communities. Our **community/state/nation/society is stronger** when we support well-being.
- Promoting well-being means more than just preventing illness or helping out with the basics. It involves **supporting people to fully realize their contributions to society**.
- Approaches that recognize **the importance of the social and emotional aspects of our lives** have the strongest capacity for enhancing well-being.
- **Our communities can best reach their potential** when each person's well-being is maximized.



## User Notes:

Don't individualize this value by focusing on how human services brings out the potential of specific groups or individuals receiving services. Rather, focus on the common good, emphasizing how we all benefit when the talents and contributions of those around us are available to our communities.