
COURSE SYLLABUS

Session 1 (Book Review pages 1-27)

WHY THE MARKETING OF YOU

- Life in Transition
- Fail Well
- Fight For Others
- Think for Yourself
- Live In The Moment
- Earn Everything

GRIT DEVELOPMENT

- Intellectual
- Emotional
- Physical
- Financial

Session 2 (Book Review pages 29-52)

DECISION MAKING SKILLS

- Character Traits Addressed (Conscientiousness, Empathy, Integrity, Confidence)
- Core Principle Addressed (Fail Well)

CRITICAL THINKING SKILLS

- Character Traits Addressed (Curiosity, Creativity, Compassion, Confidence)
- Core Principle Addressed (Thinking For Yourself)

Session 3 (Book Review pages 54-75)

EMOTIONAL INTELLIGENCE SKILLS

- Character Traits Addressed (Empathy, Initiative, Self Awareness, Conscientiousness)
- Core Principle Addressed (Living In The Moment)

NEGOTIATING SKILLS

- Character Traits Addressed (Confidence, Conscientiousness, Discipline, Creativity)
- Core Principle Addressed (Earning Everything)

Session 4 (Book Review pages 77-83)

FINANCIAL LITERACY SKILLS

- Character Traits Addressed (Courage-GAJ, Discipline, Curiosity, Confidence, Conscientiousness)
- Core Principle Addressed (Earning Everything)

LEADERSHIP SKILLS

- Character Traits Addressed (Integrity, Self Awareness, Empathy, Confidence, Discipline)
- Core Principle Addressed (Fighting for Others)

Session 5 (Book Review pages 85-100)

CONVERSATIONAL SKILLS

- Character Traits Addressed (Empathy, Self Awareness, Confidence, Curiosity)
- Core Principle Addressed (Living In The Moment)

SOCIAL MEDIA TIME MANAGEMENT SKILLS

- Character Traits Addressed (Self Awareness, Empathy, Discipline)
- Core Principle Addressed (Thinking For Yourself)

The Marketing of *You*

Personal Character & Relationship Development

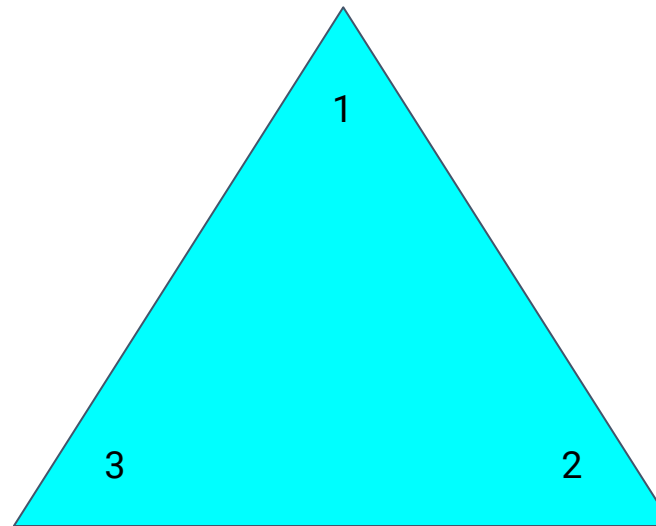


created by Lou Gatti

Life in Transition

Establishing Personal Independence

- Relationships
- Finances
- Place

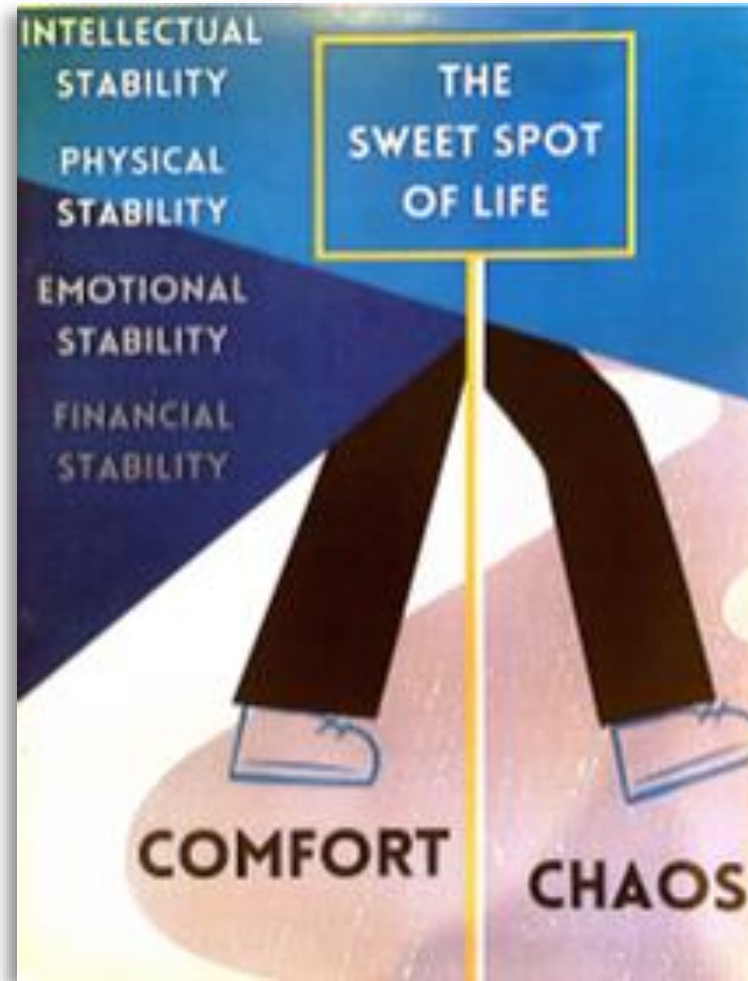


Establishing Personal Identity

- Vocation
- Self-worth

Establishing Sexual Identity

- Role
- Style



The Five Core Principles

- Failing Well
- Fight for Others
- Think for Yourself
- Living in the Moment
- Earn Everything

The Growth Mindset

- Embrace challenges -Live in the Moment
- Persist after setback- Fail Well
- See effort as a path to mastery- Think for Yourself
- Learn from criticism- Earn Everything
- Find lessons and inspiration in the success of other- Fighting For Others

Why Make Decisions Anyway?

Six Steps to Decision Making

- Step 1 - Define the Situation
- Step 2 - Set the Goal
- Step 3 - Develop the Possibilities
- Step 4 - Evaluate the Possibilities
- Step 5 - Make the Decision
- Step 6 - Implement the Decision

Goal Setting

Understand your values

- Things I value
- People I value
- Beliefs I value

Goals need to be

- Specific
- Achievable
- Measurable

Types of Grit

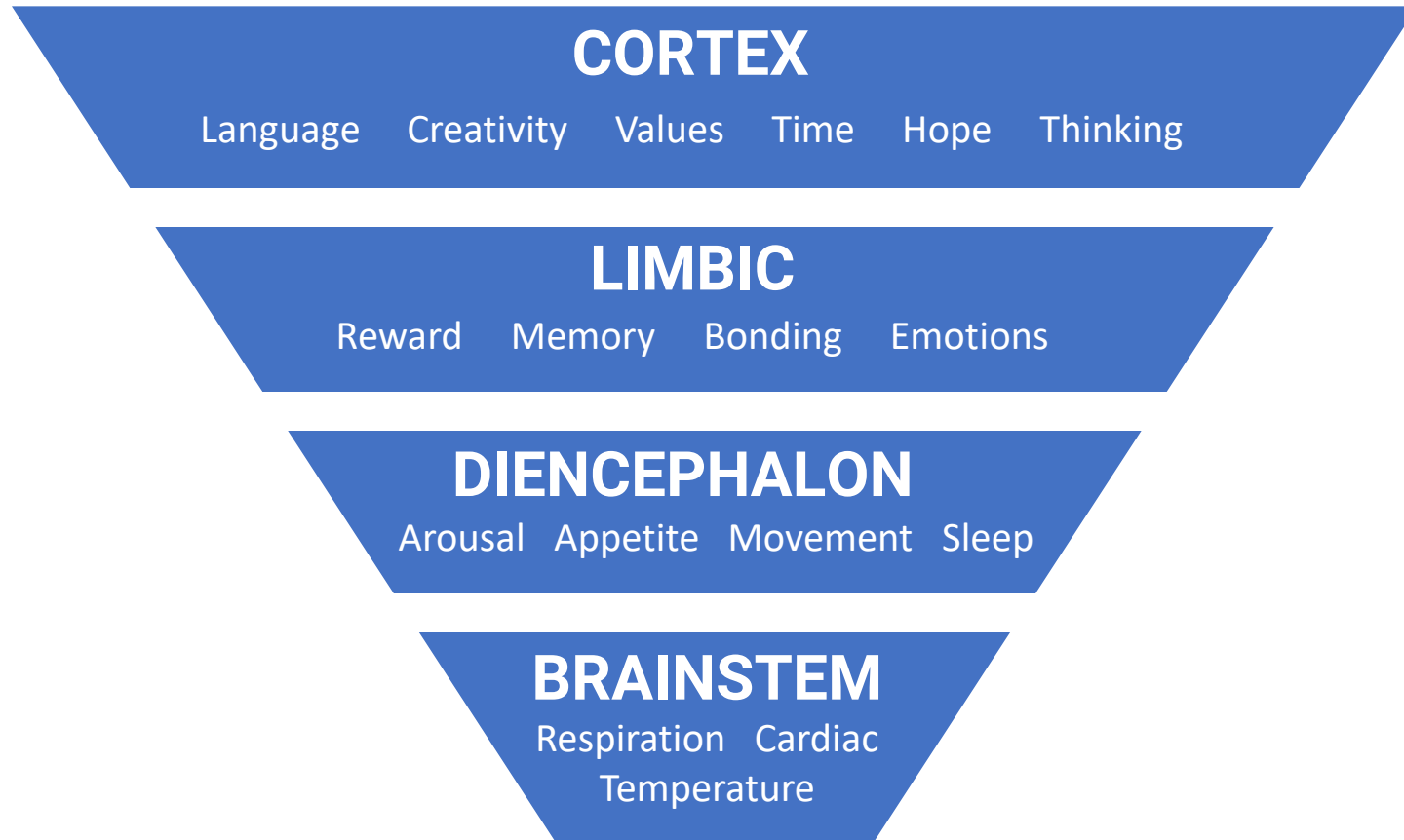
- Physical
- Intellectual
- Emotional
- Financial

Physical Grit

Brain Health = Physical Health

- Daily Learning
- Eating Well
- Exercising
- Sleeping
- Socializing

Intellectual Grit



A Model of the Brain

Emotional Grit

The Four Agreements

- Impeccable with Your Word
- Don't Take Anything Personally
- Don't Make Assumptions
- Always do Your Best

Emotional Grit

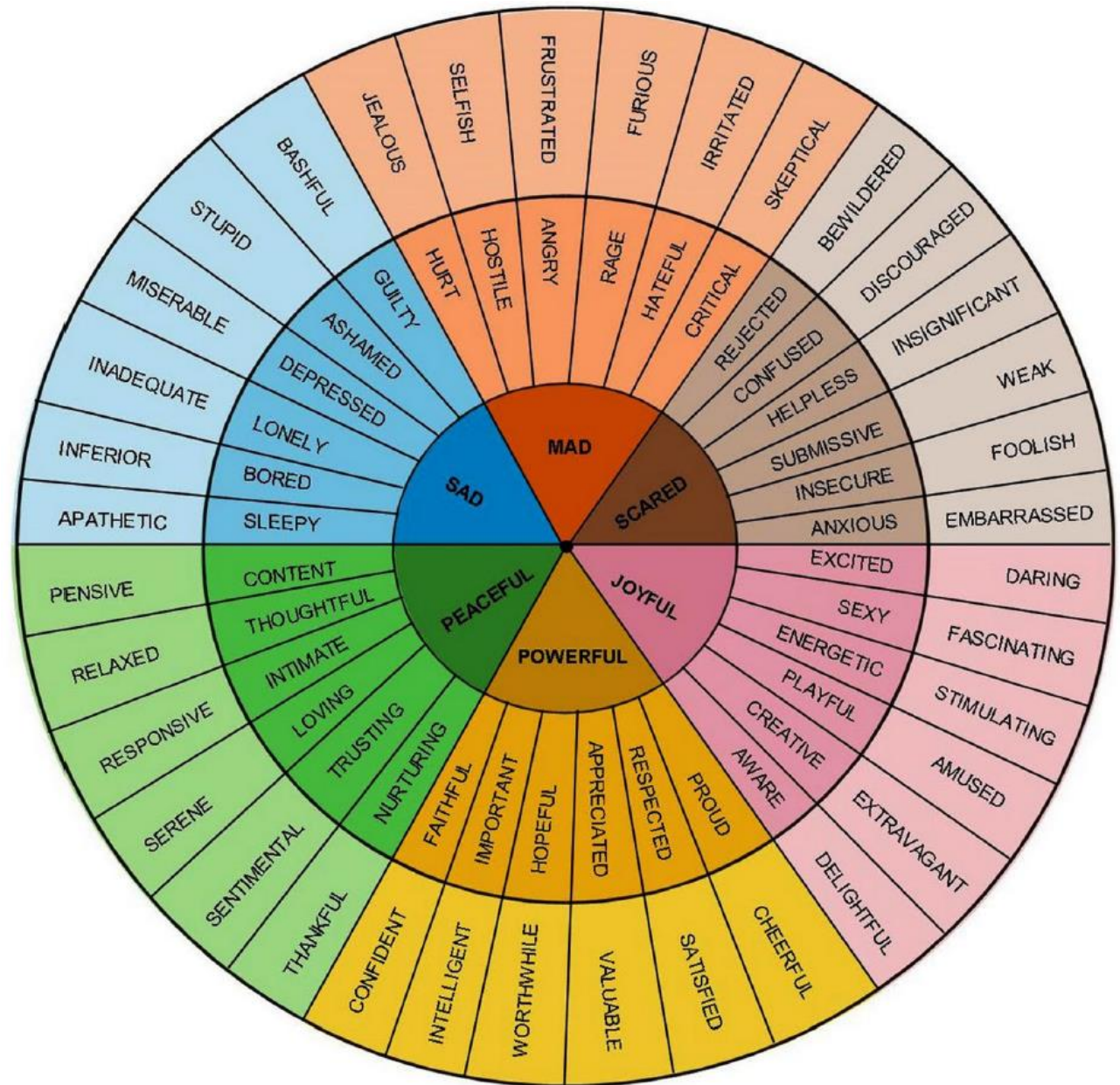
What Emotional Intelligence Looks Like?

1. You don't care what people think of you
2. You take responsibility of your own life and never complain or play victim
3. You read books about psychology and human nature
4. You cut out toxic people
5. You communicate well
6. You have a beginners mind
7. You forgive your parents and yourself
8. You will never accomplish anything waiting for perfection
9. You know most people are not bad
10. You know small things have an influence on your mood
11. You know yourself
12. You know everyone is as lost as you

FEELINGS WHEEL

A TOOL FOR UNDERSTANDING EMOTIONS

The Feelings Wheel can help people recognize and communicate what they are feeling. The inner circle is labeled with names of primary feelings (mad, sad, scared, joyful, powerful, and peaceful). The outer rings contain names of secondary feelings related to the primary ones. Use the Feelings Wheel to describe how you're feeling.



Source: Feeling Wheel from Willcox, Gloria (1982): "The Feeling Wheel: A Tool for Expanding Awareness of Emotions and Increasing Spontaneity and Intimacy"



Canadian Mental
Health Association
Newfoundland-Labrador



@CMHANL #CMHANL
www.cmhanl.ca

Financial Grit

- Get a Job
- Budgeting - Why you should do it
- Credit Card Debt - Why (and How) you should avoid it
- Investing vs Gambling
- Housing - To Rent or To Buy?
- Transportation - How to get where you are going

Fighting for Others

Self Serving/Others Serving

Self Serving	Egocentric Narcissistic	Best Version of Yourself
	Sloucher	Doormat
Serving Others		

Brain Chemistry

The Toxic Two

- Adrenaline
- Cortisol

The Fabulous Four

- Dopamine
- Endorphins
- Oxytocin
- Serotonin

Intelligence Markers

- Curiosity
- Intellectual Humility
- Closed Mindedness
- Not Interested in Learning
- Not Seeing Novelty
- Avoid Thinking
- Diminished Reflective Ability
- Lacking Critical Thinking
- Lack of Mind Changing
- Black and White Thinking
- Lacking Creativity
- Lacking Cognitive Flexibility
- Short-Term Thinking
- Poor Decision-Making
- Unrealistic Thinking
- Poor Interpersonal Skills

The 5 Mental Muscles You Need to Succeed in Life

Accountability

Owning your part in results, and recognizing other potential contributors

Helpful Beliefs

Probing, challenging and experimenting with your beliefs

Self-Assessment

Accurately identifying your internal state, managing your emotions

Holding Multiple Perspectives

Appreciating and allowing for differences in opinions

Calming Your Physiology

Quickly changing your physical and mental state when feeling triggered

to make it

Critical Thinking Skills

Critical Thinking is that mode of thinking – about any subject, content, or problems – in which the thinker improves the quality of his or her thinking by skillfully analyzing, assessing, and reconstructing it. Critical Thinking is self-directed, self-disciplined, self-monitored, and self-corrective thinking.

Adverse Childhood Experiences (ACE)

1. Did a parent swear, insult, put you down, or humiliate you?
2. Did a parent push, grab, slap, throw something at you, or hit you until bruising?
3. Did a person at least 5 years older than you touch or fondle you in a sexual way?
4. Did you often feel that no one in your family loved you or thought you were important?
5. Did you feel that you did not have enough to eat, had dirty clothes, or had no protection, or your parents were too high or drunk to take care of you?
6. Were your parents ever separated or divorced?
7. Did your parent ever repeatedly discipline you or threaten you with a gun or knife?
8. Did you live with anyone that was an alcoholic or used street drugs?
9. Was a household member depressed or mentally ill, or attempted suicide?
10. Did a household member ever go to prison?

Stages of Grief

- Disbelief: “I can’t believe this happened to me” or “Why me”
- Anger
- Depression: Feeling sorry for yourself
- Acceptance

Conversational Skills

- Listen
- Acknowledge
- Make a Statement
- Ask a Question

Leadership Skills

- Kindness
- Selflessness
- Respect
- Humility
- Self-Control
- Positivity
- Looking for the Best
- Being the Light
- Never Giving Up
- Standing Firm

The Five P's of Marketing

- Product - Manufacturing
- Placement - Distribution
- Price - Value Proposition
- People - Organization
- Promotion - Advertising

Swot Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Intelligence Trauma

- When in a fight or flight situation your IQ reduces by 40%.
- Your Safety = Maximum Intelligence

Traits vs Skills

Character Traits

- Collaboration
- Compassion
- Competence
- Confidence
- Conscientiousness
- Courage
- Creativity
- Curiosity
- Discipline
- Generosity
- Initiative
- Integrity
- Physical and Mental Well-Being
- Resilience
- Trustworthiness

Soft Skills

- Decision Making
- Critical Thinking
- Negotiating
- Financial Literacy
- Emotional Intelligence
- Leadership Capability
- Social Media Management
- Conversational