

# Course Syllabus

Character, Relationship Development & Mentor Training Program (12 hours)

## Session 1

- You are Not Special
- Why Talent, Good Looks, and High IQs are Overrated
- Life in Transition
- Failing Well
- Decision-making Skills

## Session 2

- Grit & What It's All About
- Emotional Intelligence

## Session 3

- Fighting for Others
- Negotiating Skills

## Session 4

- Thinking for Yourself
- Critical Thinking
- Social Media Management
- Resume Building

## Session 5

- Sex, Drugs, and Rock-n0-Roll
- Conversational Skills

## Session 6

- Finding a Mentor

## Session 7

- Marketing Yourself
- Financial Literacy

## Session 8

- Living in the Moment (calming the chaos)
- Earning Everything
- Character Trait/Soft Skills Wrap-up

# THE MARKETING OF YOU

A GUIDE TO CHARACTER DEVELOPMENT  
FOR TEENS  
(AND THEIR PARENTS AND MENTORS)



LOU GATTI

# GRIT AND WHAT'S IT ALL ABOUT

---

**Angela Duckworth**, Godmother of grit, implied in her world acclaimed book that “Talent is overrated.”

Duckworth defines grit as:

- Maintaining an obsession and dedication to a purpose over time
- Putting in effort even when you don't feel like it
- Grit plays a crucial role in high levels of accomplishment



**GRIT: The power of passion and perseverance**



# GRIT AND WHAT'S IT ALL ABOUT

---

## Types Of Grit

- Physical
- Intellectual
- Emotional
- Financial

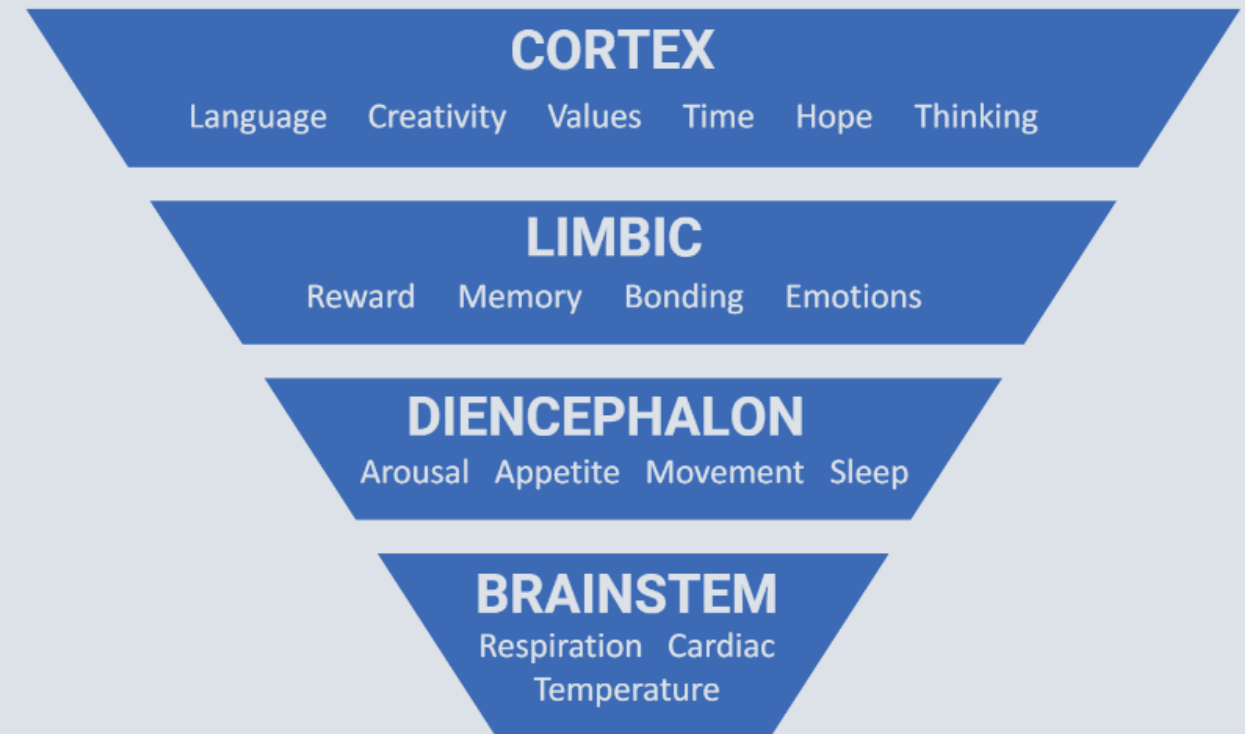


## PHYSICAL GRIT

Physical Health = Brain Health

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

## Model of the Brain



# INTELLECTUAL GRIT

---

What does Intellectual Grit look like?

- Frances Perkins-first ever woman Cabinet Member in Franklin Delano Roosevelt's Administration as Secretary of Labor. Successfully pursued a physics/chemistry Major at Mt Holyoke College despite those subjects being her worst grades in High School
- “Educated” author Tara Westover - home schooled, mostly in the Mormon faith, and yet became a Rhodes Scholar at Cambridge University
- “NOT KNOWING >>> KNOWING” How much frustration can you handle??
- Failing well utilizing the Decision-making process and setting goals
- Cultivating that GROWTH MINDSET

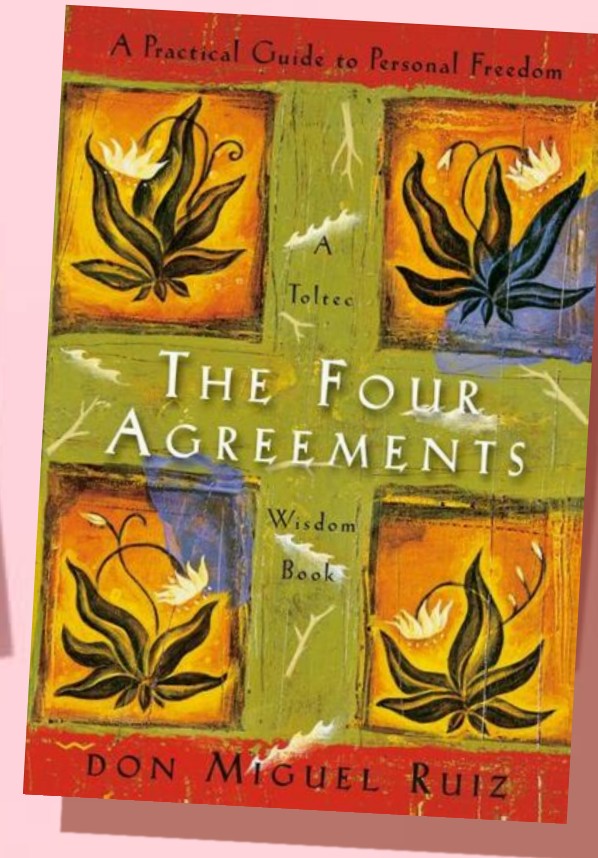


# EMOTIONAL GRIT

---

“THE FOUR AGREEMENTS” by Don Miguel Ruiz

- Be impeccable with your word
- Don't take anything personally
- Don't make assumptions
- Always do your best





## EMOTIONAL GRIT

---

“THE FOUR AGREEMENTS” by Don Miguel Ruiz

- **Be impeccable with your word**
- Don't take anything personally
- Don't make assumptions
- Always do your best

### BE IMPECCABLE WITH YOUR WORD

- Ruiz emphasizes the importance of speaking with integrity and using word constructively.
- He encourages individual to avoid gossip and negative self talk
- He suggests advocating the power of positive expression like talking about ideas and events



## EMOTIONAL GRIT

---

“THE FOUR AGREEMENTS” by Don Miguel Ruiz

- Be impeccable with your word
- **Don't take anything personally**
- Don't make assumptions
- Always do your best

### DON'T TAKE ANYTHING PERSONALLY

- Other's actions and words are a reflection of their own reality (Love or Fear)
- By not internalizing CRITICISM or PRAISE, individuals can maintain their emotional well-being and avoid unnecessary suffering





## EMOTIONAL GRIT

“THE FOUR AGREEMENTS” by Don Miguel Ruiz

- Be impeccable with your word
- Don't take anything personally
- **Don't make assumptions**
- Always do your best

## DON'T MAKE ASSUMPTIONS

- There is a danger of assumptions in relationships and communications
- Relationships require clarity and open dialogue to prevent misunderstandings and conflict
- Probe comments that are inconsistent or unreasonable



## EMOTIONAL GRIT

---

“THE FOUR AGREEMENTS” by Don Miguel Ruiz

- Be impeccable with your word
- Don't take anything personally
- Don't make assumptions
- **Always do your best**

### ALWAYS DO YOUR BEST

- Ruiz stresses the importance of effort and authenticity in all endeavors
- He recommends maintaining a commitment to personal accountability even though “doing your best” may vary from moment to moment



## EMOTIONAL GRIT

---

“THE FOUR AGREEMENTS” by Don Miguel Ruiz

- Be impeccable with your word
- Don't take anything personally
- Don't make assumptions
- Always do your best
- **SUMMARY**

## “THE FOUR AGREEMENTS”

- Offers a practical framework for personal transformation
- Promote self awareness
- Provides freedom from limiting your beliefs
- Provides a deeper sense of peace and calm



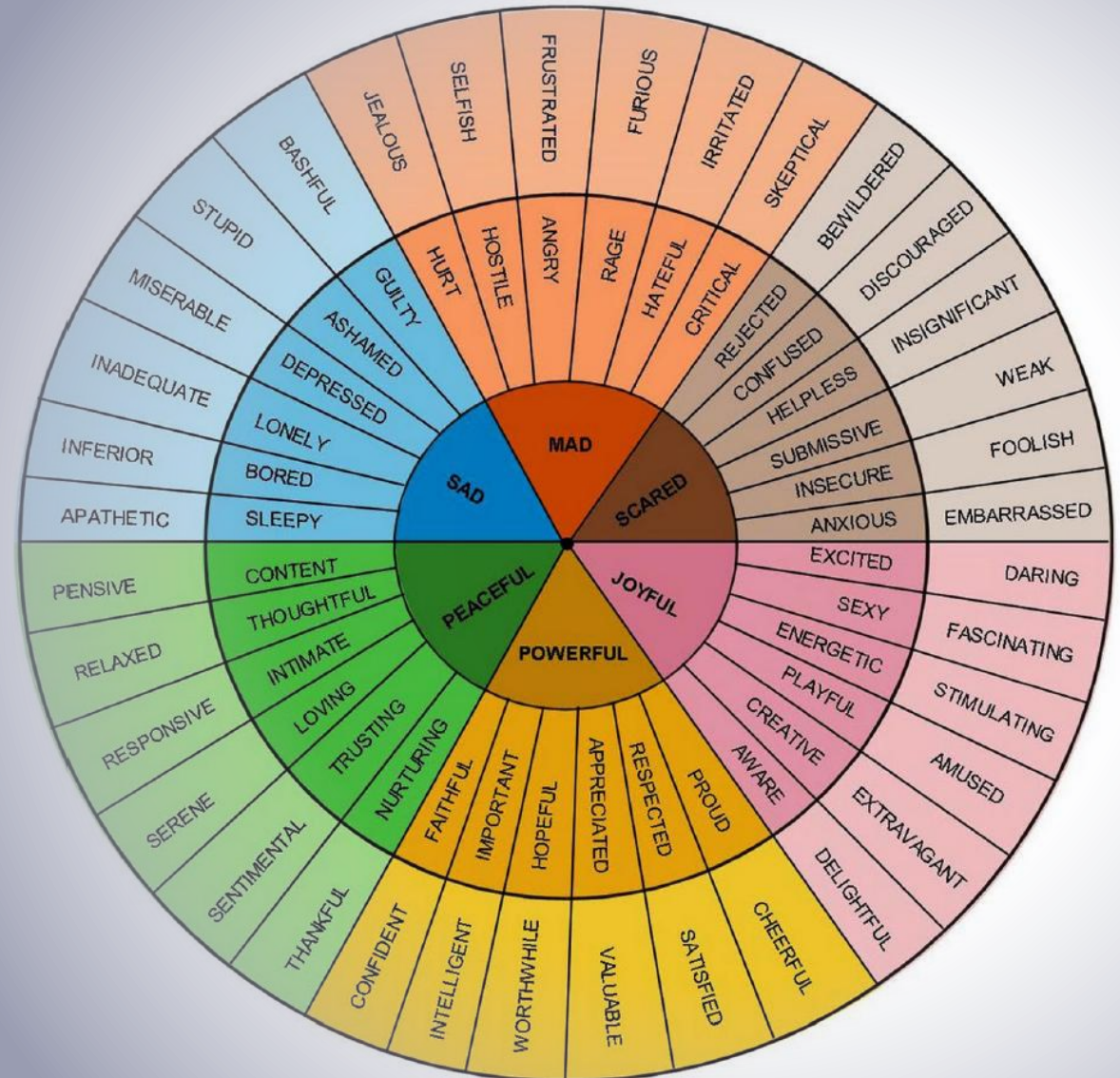
# EMOTIONAL GRIT

## 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”



## EMOTIONAL GRIT

---

What does **Emotional Intelligence** look like?

- You don't care what people think of you
- You take responsibility of your own life and never complain or play victim
- You read books about psychology and human nature
- You cut out toxic people
- You communicate well
- You have a beginner's mind
- You forgive your parents and yourself
- You will never accomplish anything waiting for perfection
- You know most people are not bad
- You know small things have an influence on your mood
- You know yourself
- You know everyone is as lost as you





# EMOTIONAL INTELLIGENCE

---

## DARING GREATLY

- Brene Brown, author of “Daring Greatly” could well be the Godmother of Emotional Intelligence
- Brown challenges conventional ideas about VULNERABILITY
- Brown encourages individuals to embrace their authentic selves, fostering deeper connections and personal growth

**“The credit belongs to those of us who are actually in the arena, whose face is marred by dust and sweat and blood, We strive valiantly and sometimes there’s the triumph of achievement but at the worst, we fail, but at least we fail while daring greatly.”**

*- Theodore Roosevelt*

---

**“Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead”**

*- Brené Brown*



# EMOTIONAL INTELLIGENCE

---

## BRENE BROWN'S TEN COMMANDMENTS

1. Vulnerability is a **STRENGTH**
2. Think of **PERFECTION** as a **MYTH**
3. Select **COURAGE** over Comfort
4. Consider the importance of **CONNECTION**
5. **EMPATHY** trumps Shame
6. Experience the **POWER** of **LETTING GO**
7. Create a **CULTURE** of **BELONGING**
8. Seek **RESILIENCE**
9. Embrace the role of **TRUST**
10. Consider **DARING LEADERSHIP**



# EMOTIONAL INTELLIGENCE

---

## ADVERSE CHILDHOOD EXPERIENCES

- Did a parent swear, insult, put you down, or humiliate you?
- Did a parent push, grab, slap, throw something at you, or hit you until bruising?
- Did a person at least 5 years older than you touch or fondle you in a sexual way?
- Did you often feel that no one in your family loved you or thought you were important?
- Did you feel that you did not have enough to eat, had dirty clothes, or had no protection, or your parents were too high/drank to take care of you?
- Were your parents ever separated or divorced?
- Did your parent ever repeatedly discipline you or threaten you with a weapon (gun, knife, other)?
- Did you live with an alcoholic or person who used drugs?
- Was a household member depressed or mentally ill, or attempted suicide?
- Did a household member ever go to prison?



# EMOTIONAL INTELLIGENCE

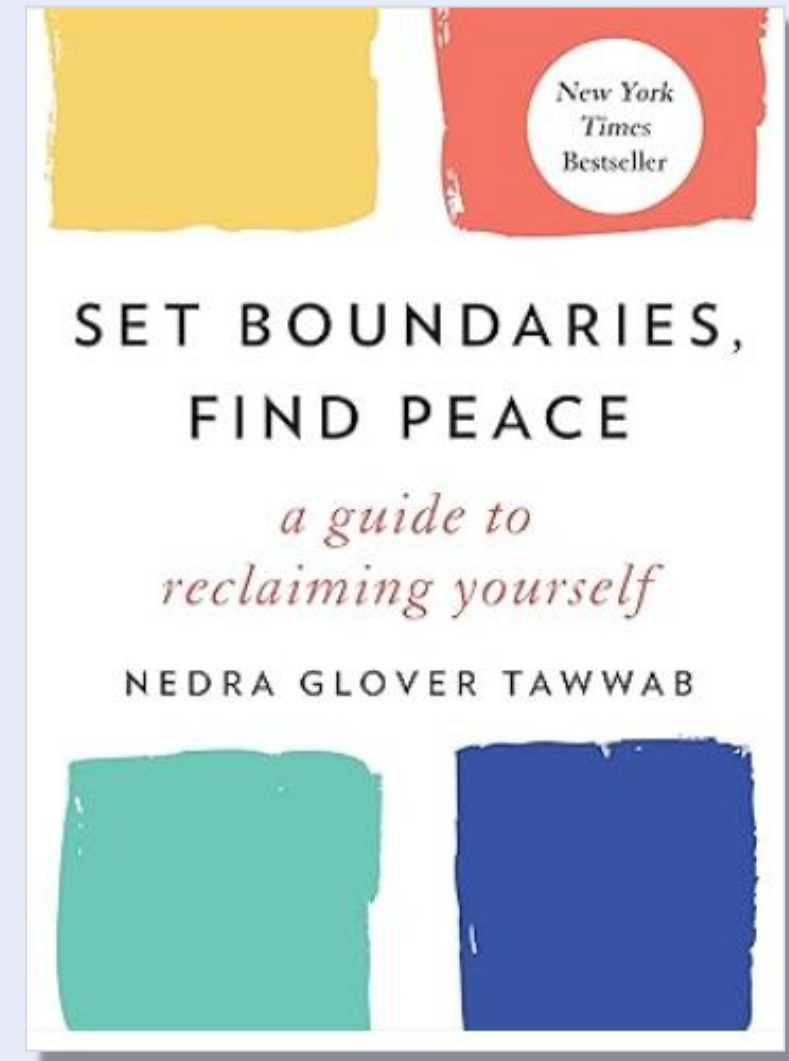
---

## SET BOUNDARIES, FIND PEACE

This book by author Nedra Glover Tawwab emphasizes the importance of establishing healthy boundaries in personal/professional relationships.

### Takeaways from the book:

- Understanding boundaries-physical, emotional, time
- The importance of self advocacy (recognizing their right to set boundaries and communicate their needs effectively)
- The Role of Communication (the need to express your boundaries to others in a clear and respectful manner)
- Recognizing signs of boundary violations (having feeling of resentment, being overwhelmed, or emotional fatigue)
- Embracing the process (ensuring your boundaries don't become porous)





# FINANCIAL GRIT

---

What does Intellectual Grit look like?

- 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

