

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-n-Roll
- Conversational Skills

Session 6

- Finding a Mentor
- Leadership

Session 7

- Life is not a Spectator Sport
- 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

WHAT THINKING FOR YOURSELF LOOKS LIKE

- Thinking for yourself is about the ability to analyze, reflect, and make decisions based on personal convictions, knowledge, and experiences.
- It involves confidence in one's beliefs and choices, as well as the courage to stand by them, even in the face of opposition or pressure.
- This skill is essential for personal growth and self-empowerment in both personal and professional context.



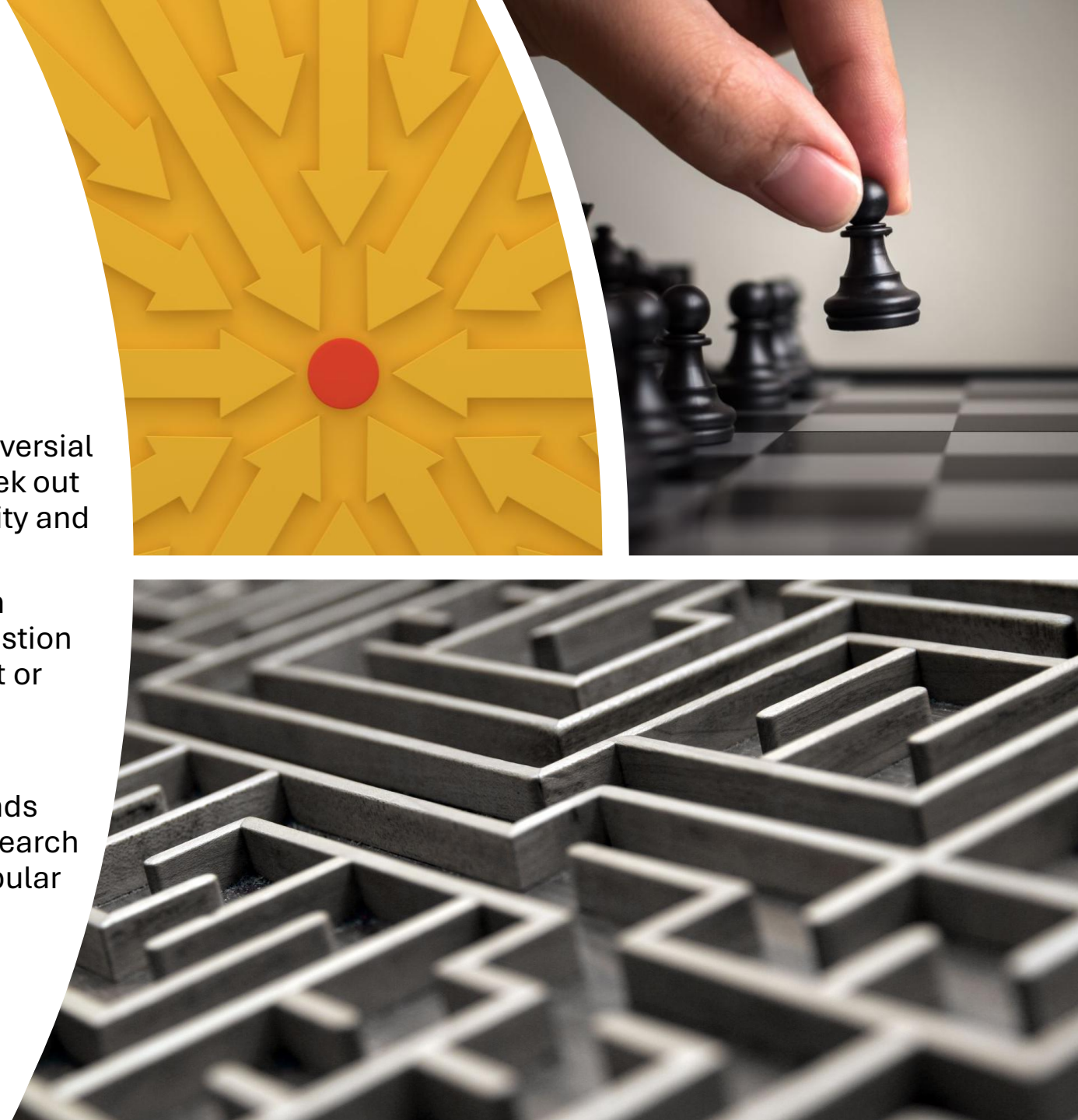
WHAT THINKING FOR YOURSELF LOOKS LIKE

Critical Evaluation of Information

- Researching Topics before forming an opinion on a controversial topic (like climate change or vaccination). You actively seek out information from multiple sources, analyzing the credibility and biases of each one.
- Questioning Beliefs instead of accepting information from mainstream media or social media at face value. You question the underlying assumptions and seek evidence to support or refute it.

Formulating Personal Opinions

- Having Informed Discussion when in the company of friends and family. You express your own views based on your research and personal understanding, rather than regurgitating popular opinions or what you've heard elsewhere.
- Developing a Unique Perspective as you might have a different stance on a social issue. You articulate your reasons based on your experiences and values, even if they differ from those of your peers.



WHAT THINKING FOR YOURSELF LOOKS LIKE

Decision Making

- Choosing a Career Path based on you exploring your interest, skills and values that resonate with you personally and not following parental or social expectations.
- Evaluating Friendships based on how they make you feel and whether they support your personal growth, rather than sticking with friends because they are popular or familiar.

Setting Personal Goals

- Defining Success by creating your own definition of success that might differ from conventional metrics (like wealth or status), focusing instead on personal happiness, balance and fulfillment.
- Pursuing Hobbies where you choose to spend time on activities that generally interest you, even if they are not trendy or well known, rather than doing what everyone else is doing to fit in.



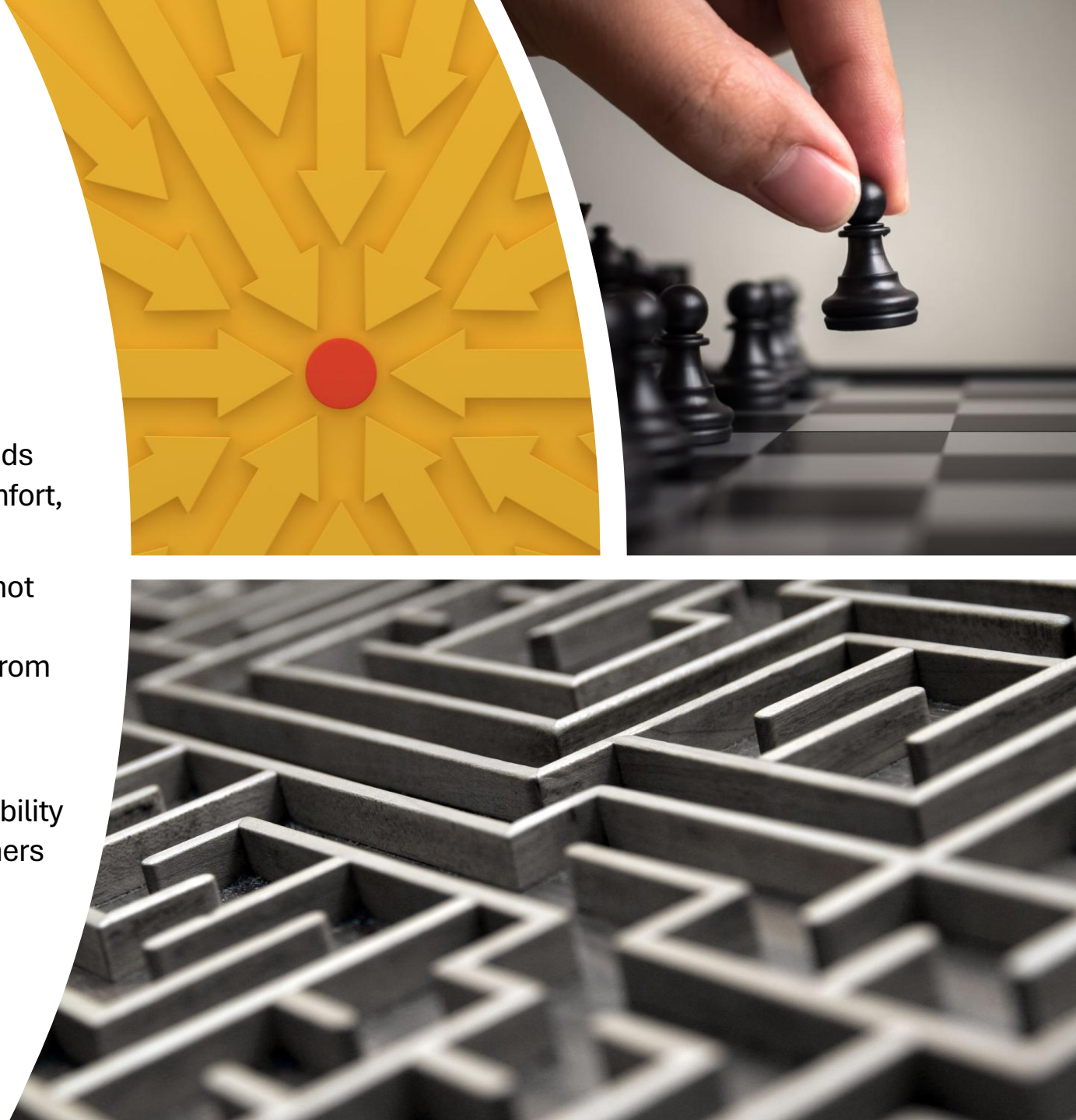
WHAT THINKING FOR YOURSELF LOOKS LIKE

Bucking Trends and Norms

- Fashion Choices based on not following the latest fashion trends but choosing clothing that reflects your personal style and comfort, regardless of popular opinion.
- Opinions on Culture, where you enjoy a genre of music that is not widely appreciated by your peers, but resonates with you on a personal level, demonstrating your willingness to stand apart from the crowd.

Personal Responsibility

- Owning Up to Mistakes when you make one. You take responsibility and seek to learn from it, rather than deflecting blame onto others or external circumstances.
- Reflecting on Beliefs by periodically reconsidering your values and ideals. You allow room for growth and change instead of clinging to outdated views, just because they are familiar.



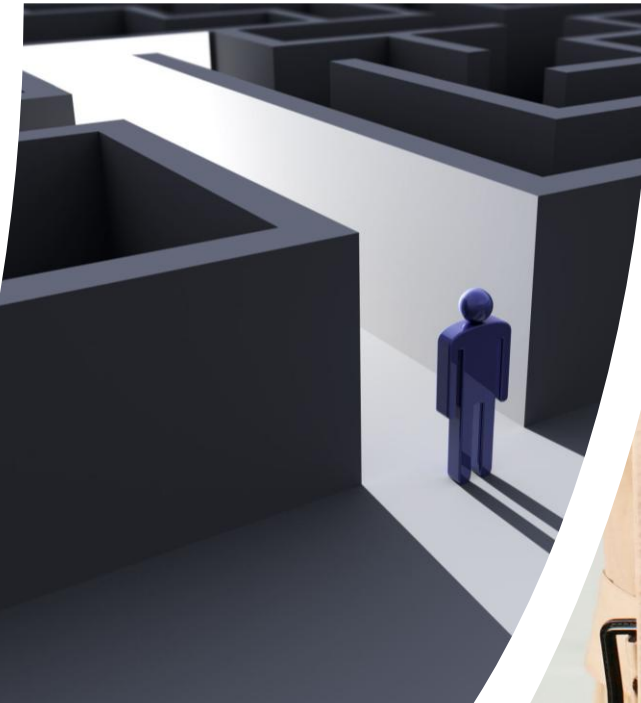
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WHAT THINKING FOR YOURSELF LOOKS LIKE

Engaging with Diverse Perspectives

- Listening Actively by engaging in conversations with people who have different views and considering their perspectives rather than dismissing them outright.
- Seeking Diverse Media by purposely following writers, thinkers, or influencers from various backgrounds and ideologies to broaden your understanding and refine your viewpoints.

Challenging Authority

- Asking Questions in Class instead of accepting everything the teacher/professor says. You ask thoughtful questions, respectfully, to encourage deeper exploration of the subject.
- Advocating for Change if you observe an injustice or inefficiency in your school or community. You take the initiative to , respectfully, propose solutions rather than accepting the status quo.



PRACTICE THINKING FOR YOURSELF

- **Practicing** Thinking For Yourself is a lifelong journey that involves curiosity, self-awareness and the courage to challenge beliefs and norms. By actively engaging in these strategies, you can develop a robust critical thinking mindset that will empower you to make informed decisions and articulate your own views confidently.
- **Embracing the process and remembering** that independent thinking is about growth and exploration rather than perfection.



PRACTICE THINKING FOR YOURSELF

Cultivating Curiosity

- Ask questions by fostering a habit of questioning information, ideas and beliefs. Ask “Why?” and “How?” to dig deeper into topics.
- Explore new topics by reading books (“A Curious Mind: The Secret to a Bigger Life”), listen to diverse podcasts and engage with content outside your comfort zone to broaden your understanding.

Evaluating Information

- Assessing sources credibility before accepting information. Look for evidence and check for potential biases.
- Utilizing Fact Checking websites and tools to verify claims and statistics, especially when encountering controversial topics online.



A CURIOUS MIND

the SECRET to a BIGGER LIFE



BRIAN GRAZER
CHARLES FISHMAN

"A Curious Mind is a window on Brian Grazer's restless, relentless, remarkable imagination. It is a captivating account of how the simple act of asking questions can change your life." —MALCOLM GLADWELL

NEW YORK
TIMES
BESTSELLER

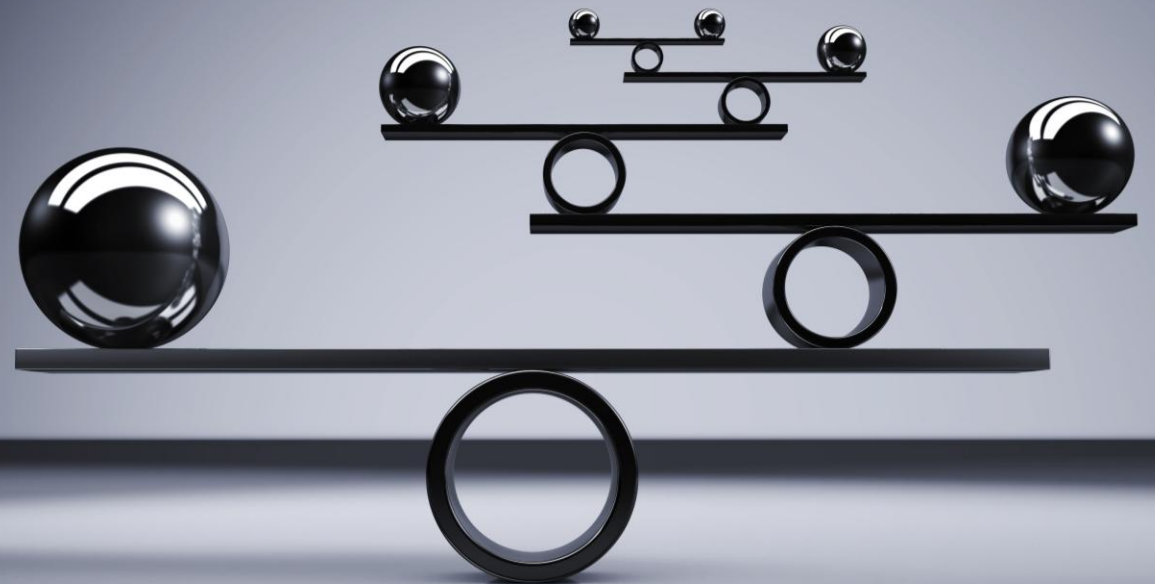
PRACTICE THINKING FOR YOURSELF

Engaging in Reflective Practices

- Journaling by writing down your Thoughts, Feelings, and Beliefs regularly. This helps in identifying patterns and clarifying your Thinking
- Engage in Meditation or Mindfulness to promote self-awareness and reduce the noise of external influences, allowing to connect with your thoughts more clearly

Developing a Personal Value System

- Identify Core Values by reflecting on what matters to you. Consider personal experiences and principles that guide your decisions
- Align Decisions with Values (The Marketing of You Decision Making Process)



PRACTICE THINKING FOR YOURSELF

Engaging in Constructive Discourse

- Participate in discussions by engaging in conversations with others who have differing opinions. Practicing respectful dialogue fosters understanding and challenges you to defend your viewpoints.
- Debate ideas by joining forums or groups that encourage debate on various topics. This helps in articulating your thoughts and considering alternative perspectives.

Setting Goals and Boundaries

- Personal Goal Setting establishes your own goal based on your interests and values, rather than what others think you should pursue.
- Limit external influences by being mindful of people and media you engage with and set boundaries to protect your mental space from overwhelming external opinions.



PRACTICE THINKING FOR YOURSELF

Embracing Uncertainty

- Acknowledge complexities and accept that many issues are multi-faceted and don't have simple answers. Embrace the uncertainty as part of independent thinking.
- Be open to change by allowing yourself to change your views as you gather new information and insights. Flexibility is the key to independent thinking.

Continuous Learning

- Seek Knowledge by committing to lifelong learning. Take courses, attend workshops and seek MENTORSHIP to expand your understanding.

Practicing Self-Compassion

- Be kind to yourself by understanding that independent thinking can lead to mistakes and that part of the learning process.
- Encourage self-reflection by allowing yourself time to process experiences, decisions and feelings without judgement.



DEFINITION OF CRITICAL THINKING

Critical thinking is the ability to analyze information, evaluate different viewpoints, and make reasoned decisions based on evidence and logic. It involves questioning assumptions, identifying biases, and thinking independently to solve problems or make informed choices.



PRACTICE CRITICAL THINKING

Ask Questions

- Embrace Curiosity by regularly questioning your own and other assumptions
- Ask “what do you mean by that comment?”

Gather Information

- Conduct Research via Chat GPT, Google, latest verifiable Internet source
- Stay Informed to be Well Informed

Analyze and Evaluate Arguments

- Break down arguments by premise and conclusions
- Identify Biases (Group Thinking = No Thinking)

Engage in Discussions

- Join in Debate Groups/Workshops
- Listen Actively



PRACTICE CRITICAL THINKING

Reflect on Your Thinking

- Practice Mindfulness by being aware of your thought process.

Apply Language and Reasoning

- Practice problem solving with puzzles, strategic games, coding challenges to promote logical thinking.

Consider Multiple Perspectives

- Think upbringing (Emotional Inheritance)
- Cultural biases

Embrace Complexity and Uncertainty

- Be open to Change (“the only thing that’s CONSTANT is CHANGE”)

Challenge Your Thinking Patterns

- Stay ADAPTABLE



SOCIAL MEDIA MANAGEMENT

Set Clear Goals

- Define what you want to achieve with your social media presence, whether it's building a personal brand, connecting with friends, or sharing interests.

Choose the Right Platforms

- Select social media platforms that align with your interests and goals (e.g., Instagram for visuals, X for updates, Tik Tok for creative videos).

Create Engaging Content

- Share high- quality photos, videos and stories. Use personal experiences to and creativity to connect with your audience and stand out.

Maintain Consistency

- Post regularly to keep your audience engaged.
- Develop a content calendar and organize your posts.



SOCIAL MEDIA MANAGEMENT

Be Authentic

- Share your true self and interests.
- Authenticity build TRUST and helps you connect with followers on a deeper level

Engage with Your Audience

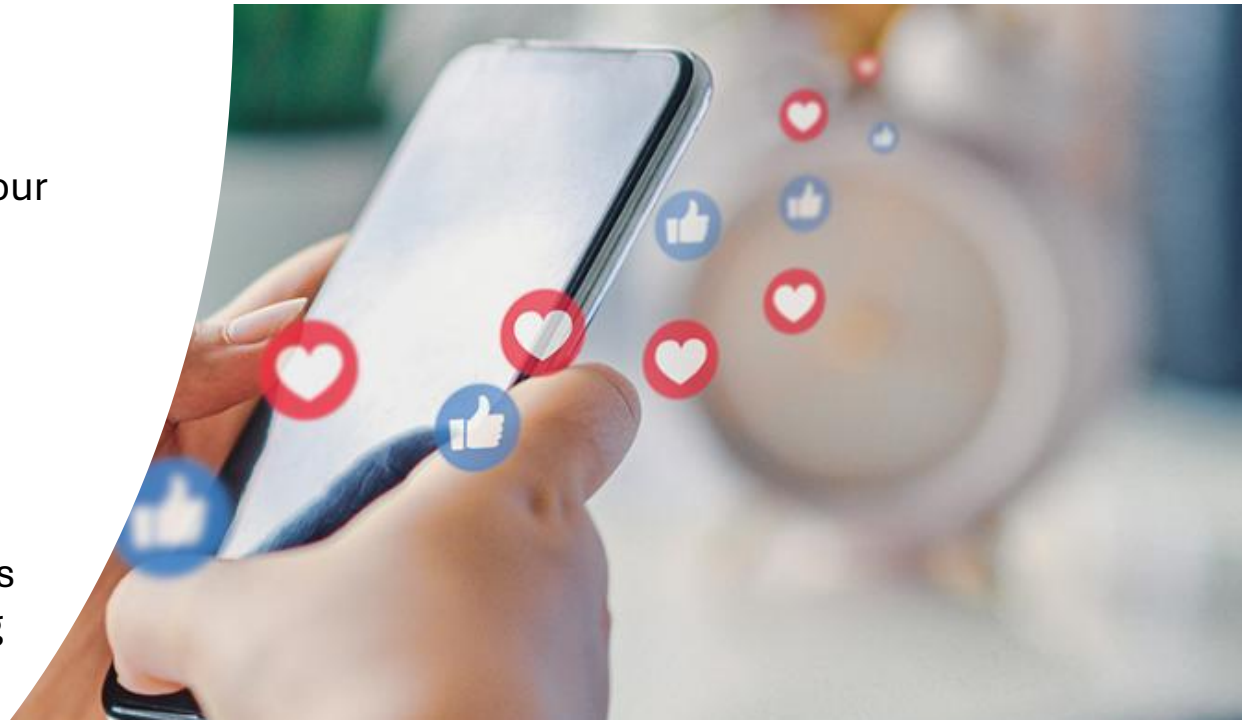
- Respond to comments, messages, and mentions.
- Engaging with your audience fosters community and increases your visibility

Monitor Your Online Reputation

- Regularly check what's being said about you and your content.
- Be mindful of how your posts may be perceived by others

Practice Online Safety

- Protect your privacy by adjusting account settings, being cautious about personal information, and thinking carefully before sharing



SOCIAL MEDIA MANAGEMENT

Stay Informed About Trends

- Keep up with current trends and popular content formats. This can help you stay relevant and connected with your audience

BALANCE ONLINE AND OFFLINE LIFE

- Set limits on social media use to prevent it from interfering with your real-life responsibilities and relationships. Prioritize activities that contribute to your well being (“The Good Life”)

Be Respectful and Kind

- Treat others with respect online (and offline!!). Avoid engaging in negative behavior such as trolling or cyberbullying, and promote positive interactions

GET 8 HOURS OF SLEEP EVERY DAY

