

# Course Syllabus



Character, Relationship Development & Mentor Training Program (10 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

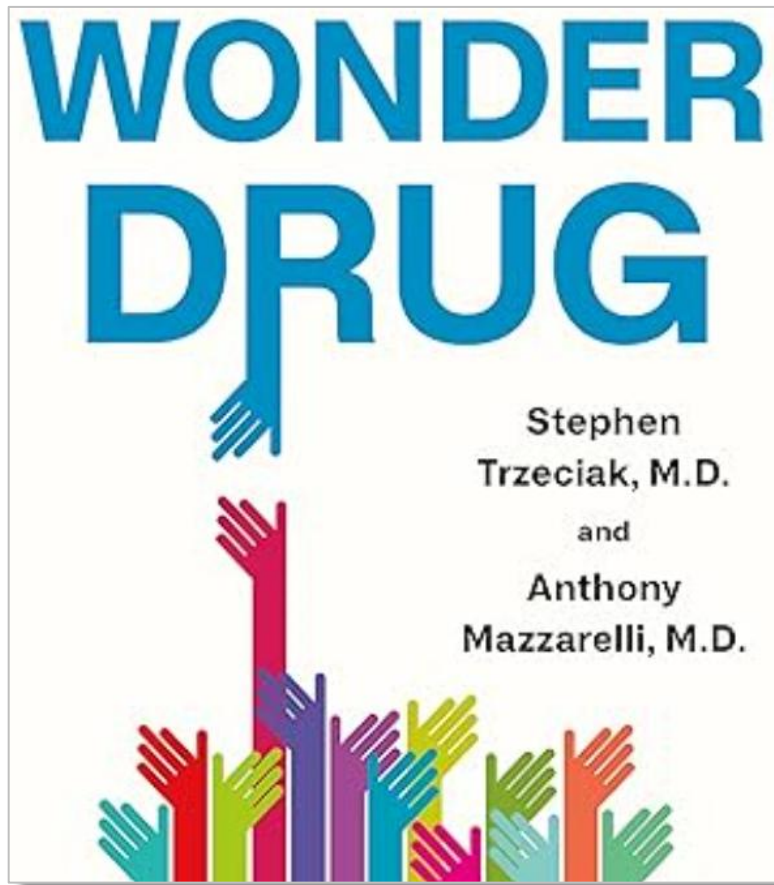
# THE MARKETING OF YOU

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



LOU GATTI

# FIGHTING FOR OTHERS



Serving others less fortunate  
than you

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## *Wonder Drug*

by Dr. Stephen Trzeciak and Dr. Anthony  
Mazzairelli (Cooper University Health Care)



# FIGHTING FOR OTHERS

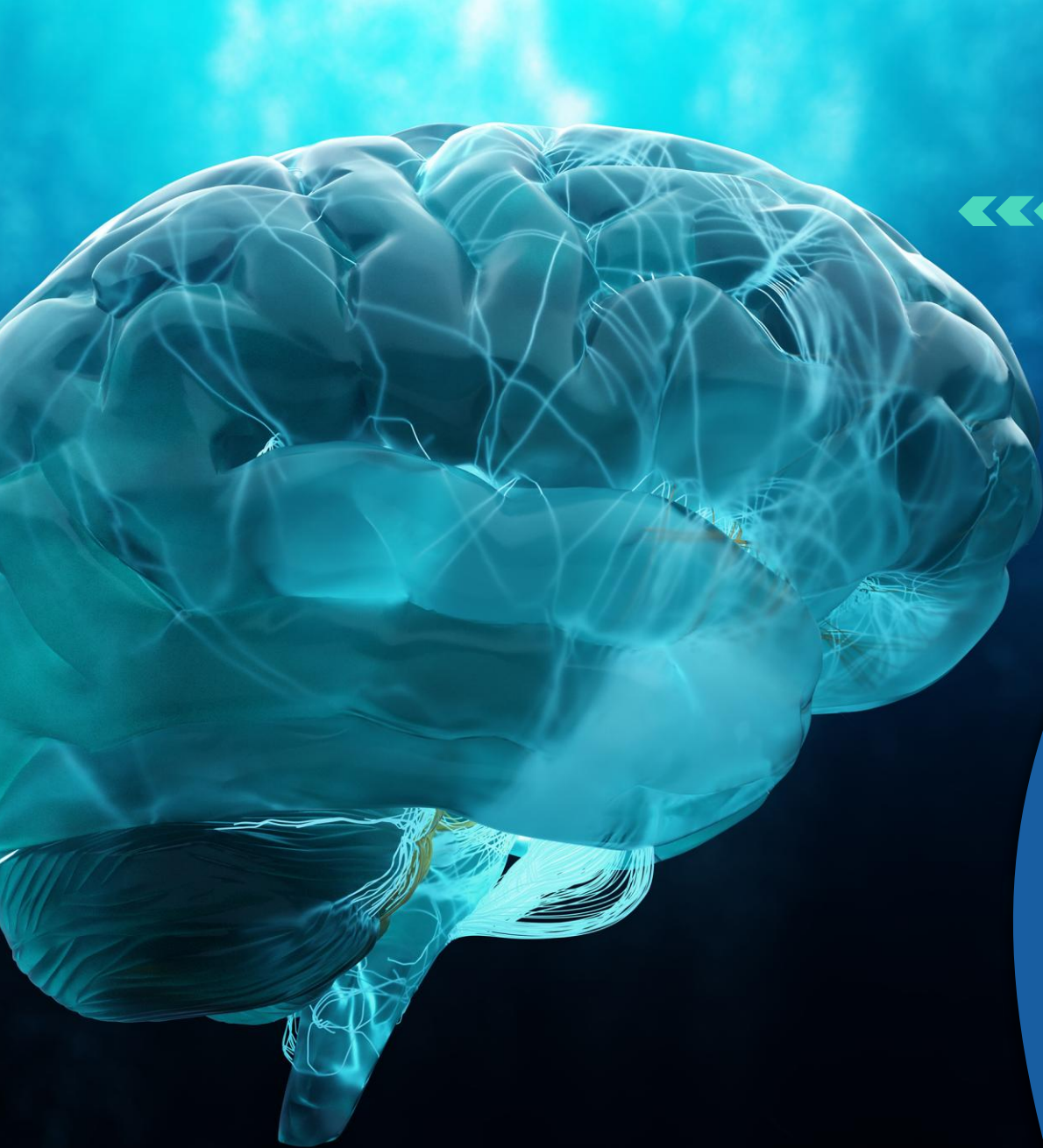


Self Serving/Others Serving

Self Serving	Egocentric Narcissistic	Best Version of Yourself
	Sloucher	Doormat

Serving Others





# FIGHTING FOR OTHERS

## Brain Chemistry

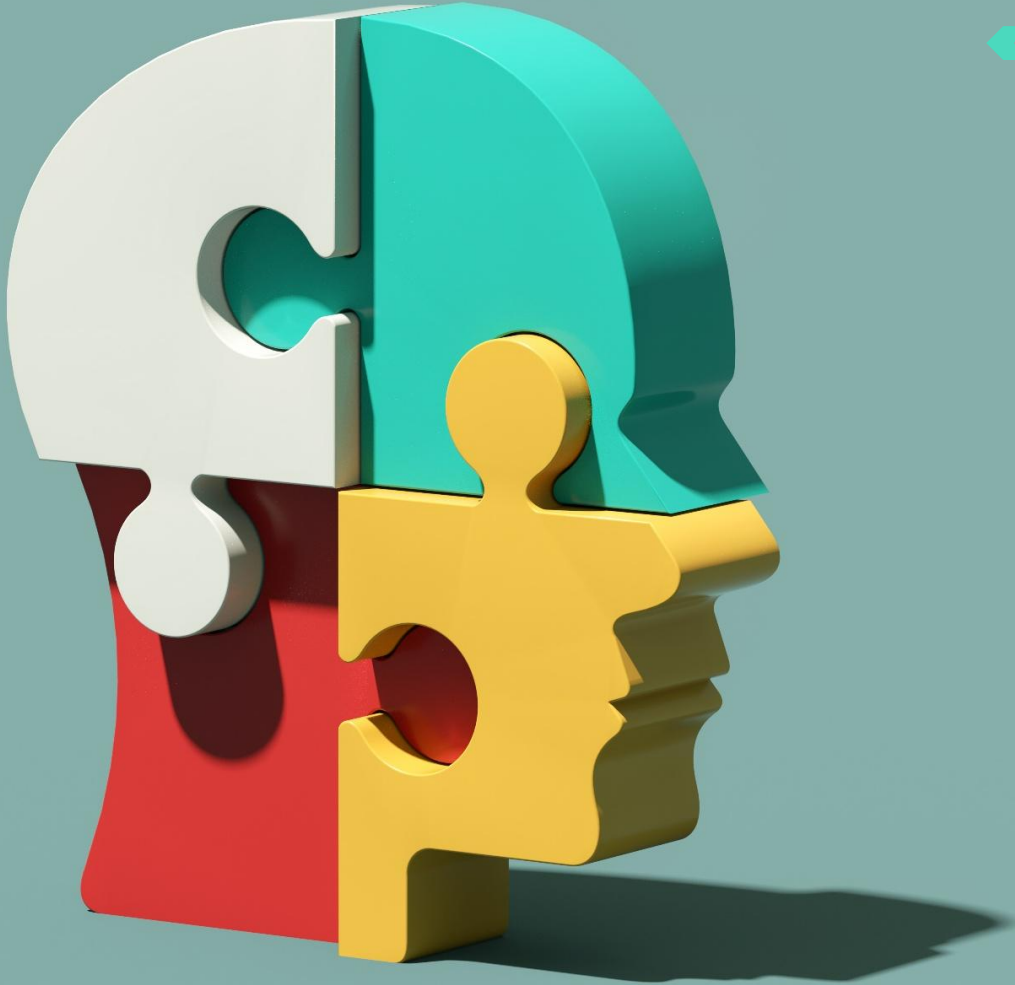
### The Toxic Two

- Adrenaline
- Cortisol

### The Fabulous Four

- Dopamine
- Endorphins
- Oxytocin
- Serotonin

# FIGHTING FOR OTHERS



## 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



# FIGHTING FOR OTHERS

## What does serving others less fortunate look like

A willingness to LISTEN, EMPATHIZE and ACT such as:

- 1) Volunteer time at a local shelter or food bank
- 2) Community clean up efforts
- 3) Collecting goods by organizing drives for clothing, school supplies, etc
- 4) Acts of kindness like visiting nursing homes with a purpose, helping a neighbor with groceries or chores
- 5) MENTORSHIP/ PEER MENTORING





# FIGHTING FOR OTHERS

## Benefits for the mentor

- 1) Personal Growth-enhances self confidence and self awareness, as mentor learns to communicate effectively and reflect on their own experience
- 2) Leadership Skills-improve decision making, problem solving, setting goal and ability to inspire others
- 3) Stronger Relationships-engaging with mentees can strengthen the mentor's relationship building skills, fostering connections and creating a supportive community
- 4) Improve Communication Skills-the process of mentoring enhances verbal and non- verbal communications skills, which are vital in all aspects of life
- 5) Empathy and Understanding-mentors of develop a deeper understanding of the challenges the peer mentee faces, nurturing empathy and a greater appreciation of diversity
- 6) Academic Benefits-mentors may reinforce their own knowledge and understanding of subjects (like The Marketing of You!!) as they explain concepts to their mentee. Mentoring experiences would also make for an interesting essay on College Applications
- 7) Career Exploration-mentoring can provide the mentor with insights into different career paths and encourage them to explore their own interests and aspirations



# FIGHTING FOR OTHERS

## Benefits for the mentee

- 1) Increased confidence- having a peer mentor can help teenagers navigate challenges, leading to increased self-esteem and confidence in their abilities
- 2) Improved Academic Performance- mentorship often provides academic support, guidance on study habits, and encouragement to achieve better grades
- 3) Social Skills Development-mentees learn critical social skills, including communication, conflict resolution, and teamwork, which are essential for personal and professional success later in life
- 4) Emotional Support-peer mentors can provide a safe space for teens to express their feelings and concerns, fostering emotional well-being
- 5) Increased Engagement-mentees may become more involved in school and community activities as a results of the encouragement and support from their mentors
- 6) Goal Setting- mentors can help mentees identify and set realistic goals, both academically and personally, facilitating a sense of direction
- 7) Role Modeling-peer mentors serve as reliable role models, demonstrating positive behaviors and attitudes that mentees can emulate





# FIGHTING FOR OTHERS

## Benefits for the community

- 1) Strengthened Community Bonds-peer mentoring fosters a sense of community and connection among young people, contributing to a supportive environment
- 2) Reduction Of At-Risk Behaviors- programs that promote peer mentoring can lower instances of bullying, substance abuse and other risky behaviors among teenagers
- 3) Cultivation Of Future Leaders- by developing leadership skills and a sense of responsibility, peer mentoring helps nurture the next generation of leaders
- 4) Empowered Youth-communities benefit from engaged, empowered youth who are willing to take initiative and contribute positively



# NEGOTIATING SKILLS

*“You don’t get what you deserve...you get what you negotiate”*

- Needs=Survival
- Wants=Nice to Have





# NEGOTIATING SKILLS

## What do negotiating skills look like

Negotiating skills are essential in various aspects of our lives, including business, personal relationships, and conflict resolution

- 1) Effective Communication
  - Active listening enables a good negotiator to listen attentively to understand the other party's needs, interest and concerns
  - Clarity enables good negotiators to articulate their points, ensuring that their message is understood without ambiguity
- 2) Preparation and Research
  - Understanding the context by gathering relevant information about the subject , stakeholders and the environment must be part of the process
  - Defining Objectives by setting clear goals and establish what they aim to achieve while also understanding the limits of what they can concede



# NEGOTIATING SKILLS

## What do negotiating skills look like

### 3) Emotional Intelligence

- Recognizing the empathy required regarding the emotions and perspective of others, which helps in finding common ground
- Managing emotions by remaining calm and composed, even in high pressure situations, enabling them to handle conflicts effectively

### 4) Problem Solving Skills

- Finding win-win solutions by focusing on creating outcomes that satisfies both parties, rather than just pushing for their own interests
- Flexibility by adapting their strategies based on the flow of the negotiations and are open to alternative solutions





# NEGOTIATING SKILLS

## What do negotiating skills look like

- 5) Strategic Thinking
  - Leveraging timing by understanding when to push for an agreement and when to hold back can be crucial in negotiations
  - Anticipating counteroffers by preparing for potential objections and counteroffers from the other party
- 6) Persuasion Techniques
  - Building rapport by establishing a good relationship with the other party can lead to more fruitful negotiations
  - Using evidence and logic in supporting their arguments such as examples, data and logical reasoning
- 7) Closing Skills
  - Recognizing the right moment by identifying when the other party is ready to close the deal
  - Finalizing agreements by ensuring all aspects of the agreement are understood and documented to avoid future misunderstandings



# NEGOTIATING SKILLS

## Negotiating Basics

- 1) Understand the Basics of Negotiation
  - Study core concepts by familiarizing yourself with negotiation theories, tactics and theories. Read books like “Getting to Yes” by Roger Fisher and William Ury or “Never Split the Difference” by Chris Voss
  - Know your objectives by clearly defining what you NEED and what you WANT to achieve from your negotiations
- 2) Real- World Practice
  - Start small by practicing negotiating in low-stakes situations, like bargaining at a flea market negotiating a bill
  - Engage in everyday negotiations such as discussing responsibilities with family, negotiating deadlines with friend and colleagues or asking for a better deal on a purchase
- 3) Attend Workshops and Training
  - Look for negotiation skills workshops, webinars or seminars
  - Consider online courses like Coursera or Udemy





# NEGOTIATING SKILLS

## Practicing negotiating skills

- 1) Learn to Listen and Adapt
  - Practice active listening (Living in the Moment) to understand the other party's needs, wants and perspectives. This fosters better communication and rapport
  - Adapt your strategies with a flexible approach. If something isn't working, be willing to change your strategy based on feedback you receive in real time
- 2) Develop Emotional Intelligence
  - Review Emotional Intelligence segment of The Marketing of You Program
- 3) Analyze Past Negotiations
  - Reflect on your negotiation experiences and analyze what went well and what could have been improved
  - Identify patterns in your negotiations to understand your strengths and weaknesses
- 4) Find a Mentor
  - Review Finding a Mentor segment in The Marketing of You Program