

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

Finding a Mentor

- Finding a mentor can be a transformative experience for teenagers and young adults, providing guidance, support and valuable insights.
- The right mentor can significantly influence your personal and professional development.



Criteria to Consider When Seeking a Mentor

1. Shared Interest and Goals

- Alignment in career or academic interests: Look for mentors who have experience or expertise in fields you are passionate about or wish to pursue
- Common values and beliefs: A mentor who shares similar values can provide guidance that resonates with your personal principles

2. Experience and Expertise

- Relevant experience: Seek mentors who have a proven track record in their field, whether that's through academic achievement, career success, or community involvement
- Skills development: Consider mentors who can help you develop specific skills you want to acquire



Criteria to Consider When Seeking a Mentor

3. Communication Style

- Approachable and relatable: A mentor should be someone you feel comfortable talking to and asking questions
- Willingness to listen: Look for mentors who prioritize active listening and are open to your thoughts and perspective

4. Availability and Commitment

- Time commitment: Ensure that the mentor has the time and willingness to invest in your development. Discuss how often you can meet or connect.
- Consistency: A good mentor should be consistent and reliable in their support



Criteria to Consider When Seeking a Mentor

5. Empathy and Supportiveness

- Encouraging attitude: Seek mentors who inspire and motivate you, as well as those who celebrate your successes
- Understanding your journey: A mentor should be empathic, recognizing the challenges you face and providing guidance that is supportive and constructive

6. Network and Resources

- Professional connections: A mentor with a broad network can help you access resources, opportunities, and introductions in your field of interest
- Access to information: Consider mentors who can provide you with valuable insights about educational or career opportunities



Criteria to Consider When Seeking a Mentor

7. Feedback and Growth Promoter

- Constructive Criticism: Look for someone who provides constructive feedback that can help you grow and improve
- Focus on personal development: A mentor should encourage you to STEP OUT OF YOUR COMFORT ZONE and challenge you to achieve your best

8. Eagerness to Mentor

- Genuine interest in mentoring: A good mentor should express genuine interest in helping others and mentoring young people
- Past mentoring experience: Consider mentors who have experience in mentoring others, as they may be more adept at providing guidance



Criteria to Consider When Seeking a Mentor

9. Cultural and Social Fit

- Cultural understanding: A mentor who understands your cultural background can provide more relevant advice and encouragement
- Social context: Look for someone who appreciates the social dynamics of your environment, whether it be school, community, or workplace

10. Long-term Relationship Potential

- Possibility for continued support: Consider whether the mentor is someone you can connect with long-term, even after achieving immediate goals
- Mutual growth: Look for relationships that promote growth on both sides where mentoring can evolve into a professional relationship



Leadership

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



What Leadership Looks Like in a Friends & Family Relationship

- A good leader among friends and family fosters open communication and **ACTIVELY LISTENS** to the concerns of others. For instance, during a disagreement among friends, a leader might suggest a **CALM** discussion where everyone shares their perspective.
- They facilitate the conversation by ensuring that each person feels heard and valued, helping to **MEDIATE THE CONFLICT AND FIND A COMPROMISE**. This approach not only resolves the disagreement but also strengthens the relationship by building trust and understanding.



What Leadership Looks Like in a Workplace Environment

- In a workplace setting, a good leader demonstrates **MENTORSHIP** by taking time to support and guide junior colleagues. For instance, when a new team member joins, the leader actively includes them in projects, provides constructive feedback, and encourages them to share their **IDEAS** in meetings.
- They might also advocate for **INCLUSIVE** practices, ensuring everyone on the team feels valued and recognized for their contributions.
- By fostering a **COLLABORATIVE** atmosphere, they enhance team morale and productivity.



What Leadership Looks Like in a Community Environment

- A good leader in a community setting identifies the **NEEDS OF THE NEIGHBORHOOD** and **MOBILIZES RESIDENTS** to make a **POSITIVE CHANGE**. For example, a young leader might organize a community cleanup by reaching out to local businesses for support, creating flyers to support the event, and rallying friends and neighbors to participate.
- By leading this initiative, they not only improve the community's physical environment but also **STRENGTHEN COMMUNITY BONDS** and **INSPIRE CIVIC ENGAGEMENT** among the residents.



What Leadership Looks Like in a Sports Team Environment

- On a sports team, a good leader exemplifies **POSITIVITY** and **ENCOURAGEMENT**. For instance, during practice or games, they support teammates by celebrating small victories **APPROPRIATELY** and offering constructive feedback **PRIVATELY** after mistakes.
- They may initiate team-building activities, such as organizing practice sessions outside of regular hours or team dinners, to foster a sense of unity.
- By prioritizing team cohesion and nurturing a supportive atmosphere, the leader enhances both performance and camaraderie on and off the field and is a **TREMENDOUS ASSET TO THE COACHING STAFF**



What Does Practicing Leadership Skills Look Like

- **Participate in Extracurricular Activities**
 - ✓ Join Clubs and Organizations: Engage in school clubs (e.g. student council, debate team, environmental club, investment club) where you can take on roles that require organization and team coordination.
 - ✓ Sports Teams: Being part of a sports team provides opportunities for teamwork, communication, and often a chance to take on leadership roles like captain or team leader.
- **Volunteer and Community Service**
 - ✓ Get Involved in Local Organizations: Participating in community service allows you to work with diverse groups, organize events, and lead projects that benefit others.
 - ✓ Lead a Project: Initiate or lead a community service project, helping to organize volunteers and ensuring the project meets its goals.



What Does Practicing Leadership Skills Look Like

- **Seek Leadership Roles**
 - ✓ Take on Leadership Positions: Aim for in school or organization leadership (e.g. president, vice president, or committee chair to practice decision-making and team management.
 - ✓ MENTOR Peers: Offer to guide younger students or peers in their studies or activities, allowing you to practice leadership and support (THE MARKETING OF YOU)
- **Develop Communication Skills**
 - ✓ Public Speaking Opportunities: Join organizations like Toastmaster or participate in public speaking events to build confidence and presentation skills.
 - ✓ Active Listening: Practice active listening in conversations to enhance your ability to understand and respond thoughtfully to others' views.



What Does Practicing Leadership Skills Look Like

- **Organize Events**
 - ✓ Plan Events or Workshops: Lead the organization of school events, social gatherings, or workshops, developing skills in planning, coordination, teamwork and execution.
 - ✓ Fundraising Opportunities: Initiate and manage fundraising efforts for causes you believe in, learning valuable event management and donor engagement skills.
- **Engage in Collaborative Projects**
 - ✓ Group Assignments: Take an active role in school group projects by facilitating discussions, coordinating tasks, and ensuring everyone's contributions are recognized.
 - ✓ Community Projects: Collaborate with peers on community issues, promoting teamwork and the sharing of diverse ideas and strategies.



What Does Practicing Leadership Skills Look Like

- **Develop CRITICAL THINKING and Problem-Solving Skills**
 - ✓ Join Debate or Critical Thinking Clubs: Engage in discussions that challenge your ideas and help you formulate strategic responses to diverse viewpoints.
 - ✓ Work Through Challenges: Volunteer as a problem solver in group settings, whether in school or community organizations, to practice finding innovative solutions.
- **Seek Feedback and Reflect**
 - ✓ Ask for Constructive Criticism: Seek feedback from peers, teachers, or mentors to gain insights into your leadership style and area for improvement.
 - ✓ Reflect on Experiences: After leading a project or activity, take time to reflect on what went well, what didn't, and how you grow from the experience



What Does Practicing Leadership Skills Look Like

- **Network and Build RELATIONSHIPS**
 - ✓ Connect With Other Young Leaders: Engage with other aspiring leaders through networking events, workshops, or online forums to share experiences and learn from one another.
 - ✓ FIND A MENTOR: Look for mentors who can provide guidance, share experiences, and other insights on effective leadership practices.
- **Read and Learn from Leaders**
 - ✓ Books and Resources: Read books on leadership to learn different styles, theories, and practical applications.
 - ✓ Follow Inspirational Leaders: Study successful leaders in various fields, through biographies, interviews, documentaries, or YouTube graduation speeches such as: “Make Your Bed” by William McRaven

