

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

Sex, Drugs & Rock-n-Roll (Teenagers/Young Adults)

- Promoting open discussions about sensitive topics such as sex, drugs, and music culture between teenagers/young adults and their parents or mentors requires courage and strategic communication.
- By taking proactive and strategic steps, teenagers/young adults can encourage a culture of open discussion about these topics.
- Creating a safe space for honest dialogue not only enhances understanding and trust within the relationship but also equips young people to make informed choices as they navigate their formative years.



Sex, Drugs & Rock-n-Roll (Teenagers/Young Adults)

- **Choose the Right Time and Place**

Select a comfortable and private setting where everyone feels at ease. Picking a time when both parties are relaxed and not preoccupied with other tasks make it easier to engage in open dialogue.

- **Start with Casual Conversation**

Ease into the topic with a related, casual discussion. For instance , discussing a new song, movie, or current event can provide a natural segue into deeper subjects about music culture, sexual health, or drug awareness.

- **Express a Desire to Be Open**

Clearly communicate the intention to have an open and honest conversation. For example, saying something like, “I’d like to talk about some things that are important to me; I hope we can share our thought without judgement,” sets a positive tone



Sex, Drugs & Rock-n-Roll (Teenagers/Young Adults)

- **Use Media as a Conversation Starter**

Bring up music lyrics, movies, or news articles, that touch upon themes of sex, drug use , or cultural messages. This external material can serve as a starting point for discussion, rather than a confrontational subject.

- **Ask Open-Ended Questions**

Encourage dialogue by asking questions that require more than a yes or no answer. For example, “What are your views on how music influences our views about drugs and relationships?” This invites deeper conversation and interest in their perspectives.

- **Share Personal Views and Experiences**

Open up about personal thoughts and experiences, which can encourage parents or mentors to do the same. Sharing what you feel comfortable discussing can make it easier for the older generation to engage in a meaningful exchange.



Sex, Drugs & Rock-n-Roll (Teenagers/Young Adults)

- **Acknowledge Their Concerns**

Understanding that parents or mentors may have concerns about these topics. Acknowledging their worries and expressing gratitude for their guidance can help ease any tensions around the discussion.

- **Be Honest About Feelings**

If feeling uncomfortable with a specific topic, express that sentiment. Being truthful about feelings can build trust and create a more open environment for future discussions.

- **Suggest Regular Check-Ins**

Propose setting aside regular times to discuss important topics in a structured way, such as a monthly family talk or mentorship session. This establishes a norm of open communication without pressure.



Sex, Drugs & Rock-n-Roll (Teenagers/Young Adults)

- **Show Openness to Feedback**

Invite parents or mentors to share their thoughts and feelings. Show willingness to listen and understand their perspective, demonstrating that open dialogue is a two-way street.

- **Educate Yourself First**

Being well-informed can empower teenagers/young adults to approach discussions with confidence. Understanding facts about sexual health, drug effects, and cultural influences will allow you to speak credibly and ask informed questions.

- **Utilize External Sources**

Suggest reading material, podcasts, or websites that cover these topics. Sharing these resources can naturally lead to discussions and show the adult that the teenager/young adult is interested in learning and discussing sensitive subjects.



Sex, Drugs & Rock-n-Roll (Parents/Mentors)

Engaging in open discussions with teenagers/young adults about sensitive topics such as sex, drugs and music culture is crucial for their development and well-being. It's part of the parenting/mentoring role for the following reasons:

1. Promotes Healthy Relationships

Open discussions allow parents to share their values about relationships and intimacy. This helps teenagers/young adults understand respect, consent, and emotional connection, which is critical for healthy relationships

2. Informed Decision-Making

Providing accurate information about sex and drugs empowers teenagers/young adults to make informed choices. When parents/mentors discuss these topics openly, teenagers/ young adults are more likely to seek guidance when faced with difficult situations



Sex, Drugs & Rock-n-Roll (Parents/Mentors)

3. Reduces Risky Behavior

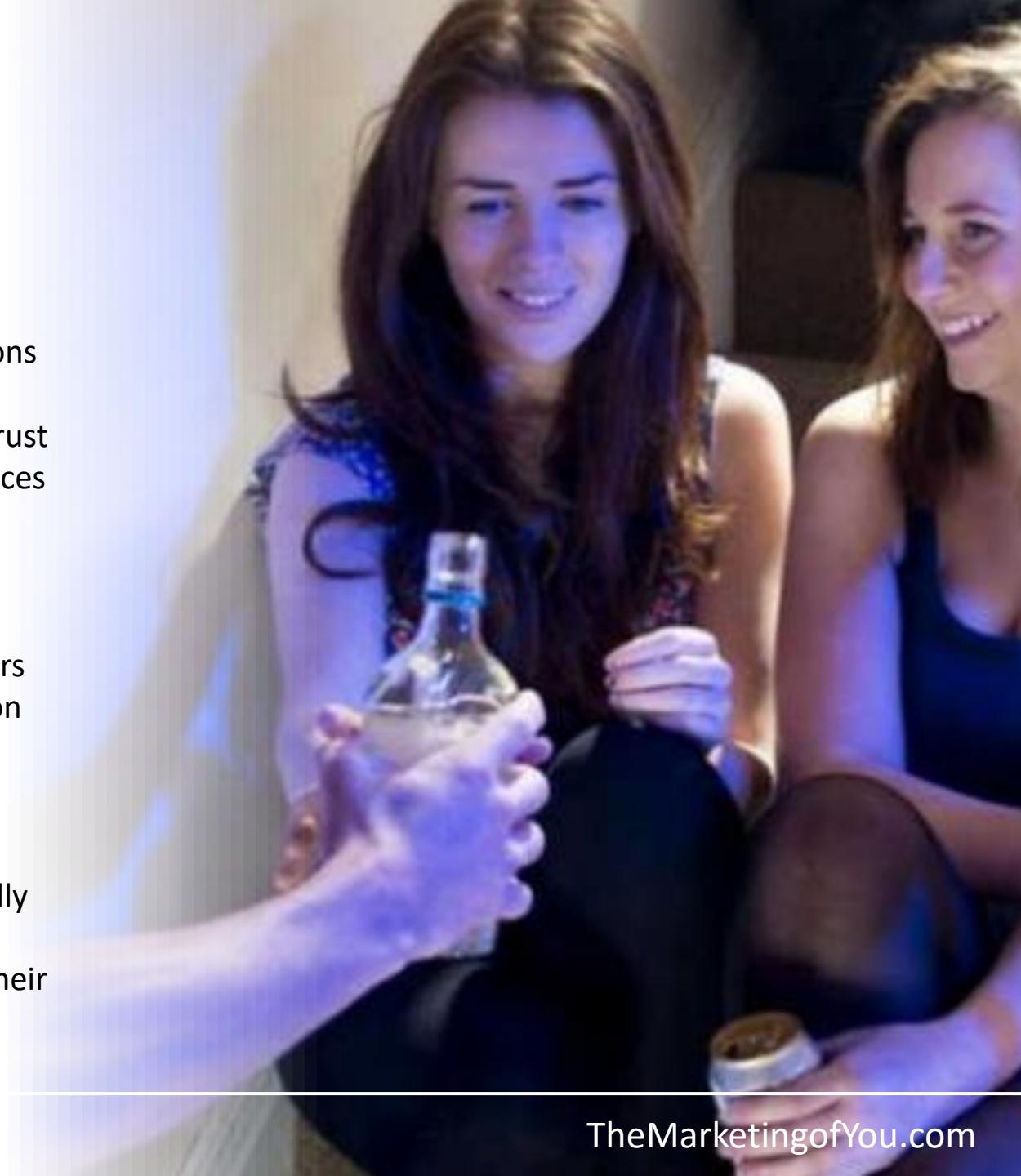
Research shows that teenagers/young adults who have conversations with their parents/mentors about sex and drugs are less likely to engage in risky behaviors. Open communication foster a sense of trust and safety, encouraging teens/young adults to share their experiences and concerns

4. Addresses Misinformation

The internet and peer groups can propagate myths and misinformation regarding sex and substance abuse. Parents/mentors can help counter these inaccuracies by providing factual information and clarifying misconceptions

5. Understanding the Cultural Context

Discussing music, including rock and roll, in the context of societal impacts, themes and messages can help teens/young adults critically analyze what they consume. It encourages them to **THINK FOR THEMSELVES** and understand the influence of popular culture on their values and behavior



Sex, Drugs & Rock-n-Roll (Parents/Mentors)

6. Builds Trust and Open Communication

Engaging in these discussions fosters an environment of TRUST. When parents/mentors actively listen and validate their teen's/young adult's feelings and questions, it encourages a lifelong habit of open communication on various topics

7. Mental Health Awareness

Teens/young adults often experience intense emotions and identify exploration. Open discussion provides a platform for them to express their feelings and understand they are not alone in their struggles. This can be particularly important regarding mental health associated with substance use or sexual relationships.



Sex, Drugs & Rock-n-Roll (Parents/Mentors)

8. Encourages CRITICAL THINKING

Conversations about the consequences of drug use , sexual behavior and the messages portrayed in music cultivate critical thinking skills. Teens/young adults learn to evaluate risks, understand personal values, and consider long term impacts

9. Fosters EMOTIONAL INTELLIGENCE

Discussing complex topics helps teens/young adults develop EMOTIONAL INTELLIGENCE. They learn to articulate their feelings, understand the emotions of others, and manage relationships with peers and potential partners.

10. Strengthens Family Bonds

Open discussions contribute to a strong family relationship and promote meaningful conversations. They provide opportunities for parents/mentors and teens/young adults to connect on deeper levels, thereby enhancing familial support and reducing feelings of isolation



What Do Communication Skills Looks Like?

- **Verbal Communication**

- ✓ Clarity and conciseness...no unnecessary jargon
- ✓ Action listening followed by “So what you are saying is?”
- ✓ Tone of voice, ranging from calm to enthusiastic when stating facts

- **Non-Verbal Communication**

- ✓ Body language should be open style encouraging attentive listening
- ✓ Facial expression should be smiling when delivering good news, displaying empathy when discussing challenges



What Do Good Communication Skills Look Like

- **Written Commentary**
 - ✓ Use technology to ensure quality regarding grammar and spelling
 - ✓ Structure messages by utilizing Artificial Intelligence
 - ✓ Appropriate medium (email , letter, document, etc)
- **Interpersonal Skill (Be a Conversationalist)**
 - ✓ Listen
 - ✓ Acknowledge
 - ✓ Make a statement
 - ✓ Ask a question



Practicing Communication Skills

- **Active Listening**
 - ✓ Practice reflective listening by paraphrasing or summarizing what someone said to ensure understanding
 - ✓ Engage in conversations
- **Expand Your Vocabulary and Language Skills**
 - ✓ Read widely
 - ✓ Learn new words



Practicing Communication Skills

- **Engage in Public Speaking Opportunities**
 - ✓ Courses
 - ✓ Debate teams
 - ✓ Volunteer for leadership roles
- **Mindfulness and Emotional Intelligence**
 - ✓ Be present in conversations (Live in the Moment)
 - ✓ Develop emotional awareness by understanding your emotions and those of others
- **Study Public Speakers**
 - ✓ Watch Ted Talks
 - ✓ Watch popular Graduation speeches on YouTube (“Make Your Bed”, “Daring Greatly”)



Useful Questions To Ask To Make People Feel Like They Matter

- **Person Experience and Feelings**

- ✓ What's a moment in your life you're particularly proud of?
- ✓ What's something you've always wanted to do but haven't done yet
- ✓ Can you share a personal experience that shaped who you are today?
- ✓ What dream did you have as a child that still resonates with you?



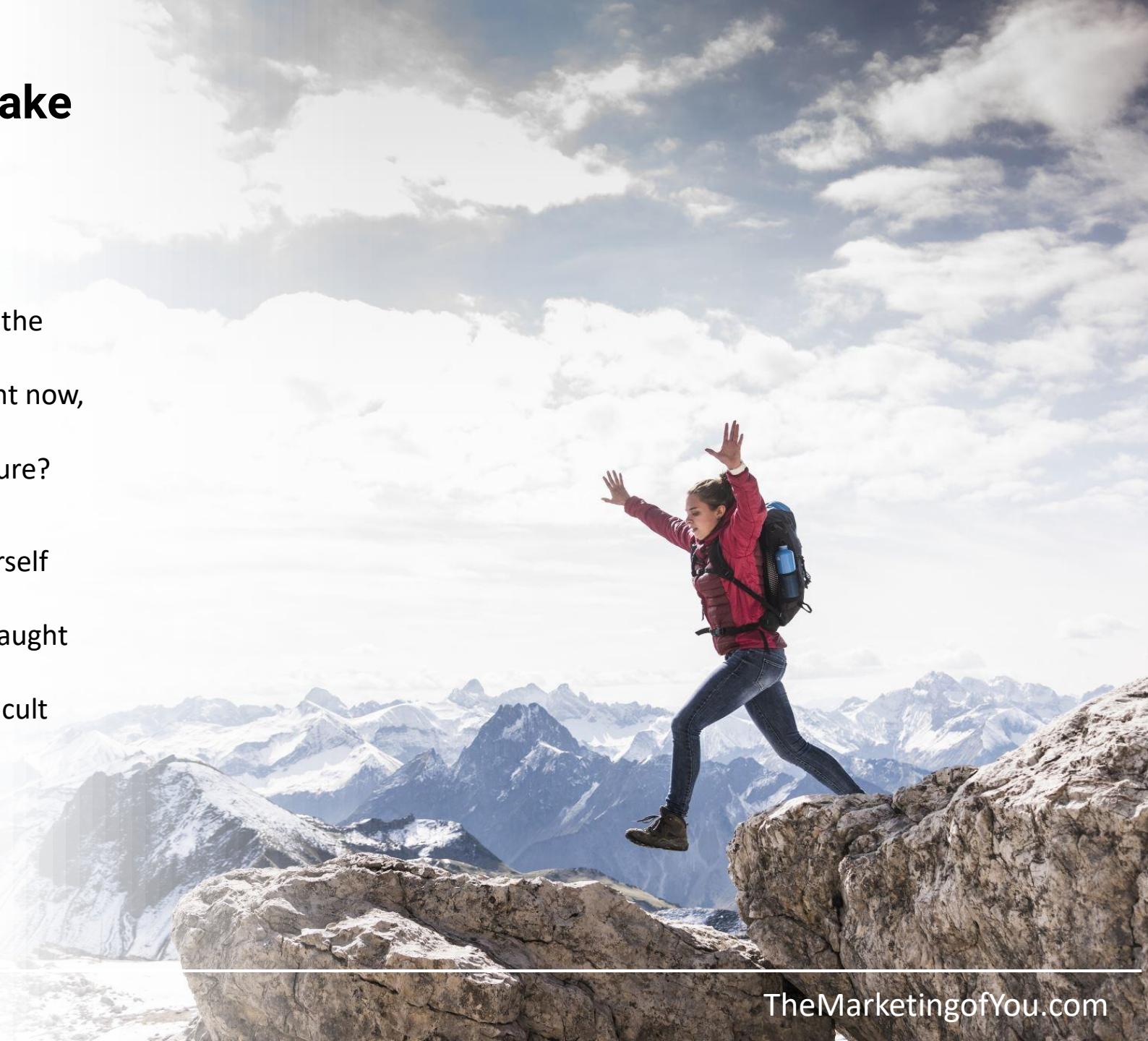
Useful Questions To Ask To Make People Feel Like They Matter

- **Values and Beliefs**
 - ✓ What values do you hold most dear, and how do they influence your daily life?
 - ✓ What is the cause or issue that you're passionate about? Why is it important to you?
 - ✓ How do you define success for yourself?
- **Relationships and Connections**
 - ✓ Who has been the most influential person in your life, and what have you learned from them?
 - ✓ What qualities do you value most in your friendships?
 - ✓ How do you like to show appreciation to the people that matter to you?



Useful Questions To Ask To Make People Feel Like They Matter

- **Aspirations and Goals**
 - ✓ What are some goals you hope to achieve in the next few years?
 - ✓ If you could make one change in your life right now, what would it be?
 - ✓ What are you most excited about in your future?
- **Reflection and Growth**
 - ✓ What's something you've learned about yourself recently?
 - ✓ Can you think of a challenge you faced that taught you a valuable lesson?
 - ✓ How do you typically cope with stress or difficult times?



Useful Questions To Ask To Make People Feel Like They Matter

- **Fun and Light-hearted**
 - ✓ What's your favorite way to spend a weekend?
 - ✓ If you could have dinner with anyone in the world, past or present, who would it be and why?
 - ✓ What's a fun fact about yourself that not many people know?
- **Conclusion and Engagement**
 - ✓ What's something you wish more people understood about you?
 - ✓ How can I support you better in your journey or in your goals?
 - ✓ Is there something you would love to share with me that we haven't discussed yet?



Tips For Engaging In Meaningful Conversations

- **Listen Actively**
 - ✓ Pay close attention to their responses and show empathy
 - ✓ Make eye contact and nod to indicate understanding
- **Follow Up**
 - ✓ Ask follow-up questions based on their answers to show that you're engaged and interested in getting to know them better
- **Share Your Own Thoughts**
 - ✓ Balance the conversation by sharing your own experiences and thoughts when appropriate , creating a mutual exchange
- **Be Nonjudgemental**
 - ✓ Create a safe environment where they feel comfortable sharing by being open-minded and respectful of their views

