



THE ATTITUDE ADVANTAGE

PROGRAM OUTLINE

12 Week Interactive Program
Virtually hosted and accessible from any device
Weekly Zoom Calls with Jesse for your Teen
Monthly Zoom calls with our resident psychologist

Welcome to The Attitude Advantage!

Teens get to meet Jesse (virtually) and get an overview of what the program is all about. Also, some light housekeeping items in here to support all the awesome surprises we have designed throughout the course.

Life Lesson 1 – Be Your Own Driving Force!

This lesson houses Jesse's keynote speech "**The Attitude Advantage Pep Talk!**" which has been presented in over 500 schools so far to teens across America. This is the speech that started it all and will really get your teen in the mindset of success.

Supporting Research:

- 1) "Self-Determination as a Psychological and Positive Youth Development Construct"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3353314/>

- 2) "Antecedents and trajectories of achievement goals: a self-determination theory perspective"

<https://pubmed.ncbi.nlm.nih.gov/21542816/>

Life Lesson 2 – Attitude is Everything!

We introduce the idea that having a positive attitude can set the tone for everything around you. Becoming the master of their own personal attitude puts your teen in the driver seat for a bright future.

Supporting Research:

- 1) "Development of the State Optimism Measure"
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6501845/>
- 2) "Social and Behavioral Predictors of Adolescents' Positive Attitude towards Life and Self"
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6888235/>

Life Lesson 3 – Finding Your Purpose!

We talk about finding the **"mission statement"** in your teens life to help them summarize their most important goals.

Supporting Research:

- 1) "Purpose as a form of identity capital for positive youth adjustment"
<https://psycnet.apa.org/doiLanding?doi=10.1037%2Fa0023818>
- 2) "How Purpose Changes Across Your Lifetime"
https://greatergood.berkeley.edu/article/item/how_purpose_changes_across_your_lifetime
- 3) "The Purpose Challenge"
<https://purposechallenge.org/why-purpose>

Life Lesson 4 – Embrace Your Uniqueness!

This lesson teaches your teen to identify and use their unique differences to their advantage.

Supporting Research:

- 1) "Self-esteem in Early Adolescence as Predictor of Depressive Symptoms in Late Adolescence and Early Adulthood: The Mediating Role of Motivational and Social Factors"
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5878202/>
- 2) "Life satisfaction in early adolescence: personal, neighborhood, school, family, and peer influences"
<https://pubmed.ncbi.nlm.nih.gov/21042841/>

3) "Five Ways to Help Teens Feel Good about Themselves"

https://greatergood.berkeley.edu/article/item/five_ways_to_help_teens_feel_good_about_themselves

Life Lesson 5 – Take 100% Responsibility for YOUR life!

In this lesson, we focus on getting your teen to realize that nearly everything going on in their life right now is the result of a choice that **they** have made. We teach them ways to become the master of their own destiny.

Supporting Research:

1) "How Adolescents Develop Responsibility: What Can Be Learned From Youth Programs"

<http://youthdev.illinois.edu/wp-content/uploads/2013/12/Salusky-Et-Al-In-press-How-Adolescents-Develop-Responsibility.pdf>

2) "The Architecture of Ownership"

<https://www.ascd.org/el/articles/the-architecture-of-ownership>

Life Lesson 6 – Take Action!

This life lesson speaks to the importance of not allowing your fears to paralyze you into inaction.

Supporting Research:

1) "Positive Risk Taking in Adolescence"

<https://pubmed.ncbi.nlm.nih.gov/30774707/>

2) "When Taking Risks is Good for Teens"

https://greatergood.berkeley.edu/article/item/when_taking_risks_is_good_for_teens

Life Lesson 7 – Go ALL In!

We focus on a "total commitment," in the direction of your dream, and how that is the most important 1st step your teen will take in living out that dream.

Supporting Research:

- 1) "When goals are known"

<https://psycnet.apa.org/record/2019-45131-001>

- 2) "Share your goals – but be careful whom you tell"

<https://news.osu.edu/share-your-goals--but-be-careful-whom-you-tell/>

- 3) "The Impact of Commitment, Accountability, and Written Goals on Goal Achievement"

<https://scholar.dominican.edu/cgi/viewcontent.cgi?article=1002&context=psychology-faculty-conference-presentations>

- 4) "Worth working for: The influence of effort costs on teens' choices during a novel decision making game"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6969283/>

Life Lesson 8 – Get Self-Motivated!

Being a self-starter and your own best cheerleader is the focus of this life lesson. Giving your teen the tools needed to push themselves when there isn't someone there to do it for them.

Supporting Research:

- 1) "Most Teens Find Motivation Within Themselves"

<https://news.gallup.com/poll/10561/most-teens-find-motivation-within-themselves.aspx>

- 2) "Motivating Self-Motivation: Reflections on Teaching a New Generation"

<http://icehm.org/upload/3947ED0115109.pdf>

- 3) "Self-Determination Theory and Motivation"

<https://www.verywellmind.com/what-is-self-determination-theory-2795387>

Life Lesson 9 – Set Goals!

Without a goal, there is no direction to head to for the journey. We teach your teen to set goals, and how to plan for achieving that goal.

Supporting Research:

- 1) "Antecedents and trajectories of achievement goals: a self-determination theory perspective"

<https://pubmed.ncbi.nlm.nih.gov/21542816/>

- 2) "Putting the Goal Back into Grit: Academic Goal Commitment, Grit, and Academic Achievement"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7910368/>

- 3) "Classroom goal structure, student motivation, and academic achievement"

<https://pubmed.ncbi.nlm.nih.gov/16318604/>

- 4) "When goals are known: The effects of audience relative status on goal commitment and performance"

<https://psycnet.apa.org/record/2019-45131-001>

- 5) "Achieve Your Goals: Research reveals a simple trick that doubles your chances for success"

<https://jamesclear.com/implementation-intentions>

Life Lesson 10 – Create Good Habits!

From the smallest of things like what to have for breakfast, to life changing decisions (like should I be friends with this person?), we teach your teen to create good, positive habits to better the quality of their life.

Supporting Research:

- 1) "How to Form Good Habits? A Longitudinal Field Study on the Role of Self-Control in Habit Formation"

<https://www.frontiersin.org/articles/10.3389/fpsyg.2020.00560/full>

- 2) "Adolescence and the Development of Habits: Adolescents become bound by the habits they create"

<https://www.psychologytoday.com/us/blog/surviving-your-childs-adolescence/201201/adolescence-and-the-development-habits>

- 3) "How to Form Good Habits? A Longitude Field Study on the Role of Self-Control in Habit Formation"

<https://pubmed.ncbi.nlm.nih.gov/32292376/>

Life Lesson 11 – There's No Substitute for Hard Work!

In this lesson, we focus on showing your teen that nothing worth having comes easy. We all have different skills and opportunities, and we teach your teen to be willing to roll up their sleeves and put in the work.

Supporting Research:

- 1) "What doesn't kill me...: Adversity-related experiences are vital in the development of superior Olympic performance"

<https://pubmed.ncbi.nlm.nih.gov/25035123/>

- 2) "The Impact of Commitment, Accountability, and Written Goals on Goal Achievement"

<https://scholar.dominican.edu/cgi/viewcontent.cgi?article=1002&context=psychology-faculty-conference-presentations>

Life Lesson 12 – Be Committed & Do the Work!

This lesson emphasizes how commitment and work are the greatest partnership in gaining success.

Supporting Research:

- 1) "Can athletes benefit from difficulty? A systematic review of growth following adversity in competitive sport"

<https://pubmed.ncbi.nlm.nih.gov/29031460/>

- 2) "Achieve Your Goals: Research reveals a simple trick that doubles your chances for success"

<https://jamesclear.com/implementation-intentions>

Life Lesson 13 – The Power of Visualization!

In this lesson, we talk about how what you put out into the universe comes back to you, and we focus on practicing **positive self-talk**.

Supporting Research:

- 1) "Seeing light at the end of the tunnel: Positive prospective mental imagery and optimism in depression"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5241224/>

- 2) "Seeing Is Believing: The Power of Visualization"

Life Lesson 14 – Stand Up for Yourself!

Standing up for yourself is crucial, and in this lesson, we focus on giving your teen the confidence to not only do just that, but do it in a way that doesn't harm others.

Supporting Research:

- 1) The Effectiveness of Assertiveness Training on the Levels of Stress, Anxiety, and Depression of High School Students

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4752719/>

- 2) "10 Powerful Ways to Stand Up for Yourself in Any Situation"
<https://www.success.com/10-powerful-ways-to-stand-up-for-yourself-in-any-situation/>

- 3) "Don't Use Authenticity as an Excuse to Be Cruel"

https://greatergood.berkeley.edu/article/item/dont_use_authenticity_as_an_excuse_to_be_cruel

Video Check In!

Using our awesome video tool, we give your teen a way to **check in with Jesse** and the team to talk about their progress and see if any of their initial feelings have changed.

Life Lesson 15 – Surround Yourself With Amazing People!

We focus on the importance of choosing the right people to be part of our lives in this lesson. Having a support team who will help your teen learn and grow in a supportive atmosphere, is the valuable lesson they will take away.

Supporting Research:

- 1) "The Power of Passion in Entrepreneurship Education: Entrepreneurial Role Models Encourage Passion?"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5985942/>

- 2) "How Do Positive Role Models Affect Our Youth and Communities?"

<https://educationandbehavior.com/assess-the-value-of-positive-role-models-on-ones-behavior/>

- 3) "How to surround yourself with good people"

<https://www.tonyrobbins.com/stories/business-mastery/surround-yourself-with-quality-people/>

Life Lesson 16 – Be Motivated By Your “Haters”!

Your teen will come out of this lesson with the tools to help them take the negative around them and use it for their own good.

Supporting Research:

- 1) "Understanding the Role of Negative Emotions in Adult Learning and Achievement: A Social Functional Perspective"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5836010/>

- 2) "Match Your Motivational Tactic to the Situation"

<https://hbr.org/2016/01/match-your-motivational-tactic-to-the-situation>

Life Lesson 17 – Be Selfish

Sometimes, it is okay to be selfish. In this lesson we teach your teen that to best help others and make the greatest, it is important to know when it is okay to be selfish.

Supporting Research:

- 1) "Healthy Selfishness and Pathological Altruism: Measuring Two Paradoxical Forms of Selfishness"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7265883/>

- 2) "5 Reasons Why Being Selfish is Good For You"

<https://medium.com/to-the-pxint/5-reasons-why-being-selfish-is-good-for-you-edae34d8842e>

Life Lesson 18 – Develop Character!

Good character is a "choice" we are making every day of our lives. This lesson teaches your teen the importance of "Better" choices in shaping their character both now and in the future.

Supporting Research:

- 1) Building Character Through Science Learning with Scientific Literacy Based

<https://iopscience.iop.org/article/10.1088/1757-899X/288/1/012030/pdf>

- 2) "Character Strengths and Well-Being/Happiness"
<https://www.viacharacter.org/research/findings/character-strengths-and-well-being-happiness>

Life Lesson 19 – Be Likable!

In this lesson, we focus on why it is important to be likable! Sometimes putting up those walls for defence are the very things that make it hard for people to like us, and we teach your teen how to avoid that and to just be a likable person!

Supporting Research:

- 1) "Teens, Forget Being Popular – Here's 10 tips to be more likeable"

<https://raisingteens today.com/teens-forget-being-popular-heres-10-tips-to-be-more-likable/>

- 2) "39 Behaviors of the Most Likable People"

<https://www.inc.com/andrew-thomas/39-extraordinary-traits-of-likable-people.html>

- 3) "Cracking the Popularity Code"

<https://www.scientificamerican.com/article/cracking-the-popularity-code/>

- 4) "Social anxiety and perceptions of likeability by peers in children"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7216937/>

Life Lesson 20 – Be Your Best ALL the Time!

Putting your best foot forward and always giving it your all is the focus of this lesson. Sometimes there will be things standing in your teens way but if they are always giving their best, they will be able to overcome those obstacles.

Supporting Research:

- 1) "The Impact of Commitment, Accountability, and Written Goals on Goal Achievement"

<https://scholar.dominican.edu/cgi/viewcontent.cgi?article>

Life Lesson 21 – The Power of Forgiveness!

Forgiveness, in the right situations, is a powerful tool to have. This lesson will give your teen the understanding of when to forgive and help them to realize the benefits of letting go of that burden.

Supporting Research:

- 1) "The Science of Forgiveness"

https://www.templeton.org/wp-content/uploads/2020/06/Forgiveness_final.pdf

- 2) "What Is Forgiveness?"

<https://greatergood.berkeley.edu/topic/forgiveness/definition>

- 3) "SELF-FORGIVENESS: THE STEPCCHILD OF FORGIVENESS RESEARCH"

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.452.7231&rep=rep1&type=pdf>

Life Lesson 22 – Be Humble!

In this lesson, we focus on being able to know our worth and value without having to shout it in someone's face. Your actions will speak volumes for you without you ever having to say a word.

Supporting Research:

- 1) "Awe and humility"

<https://pubmed.ncbi.nlm.nih.gov/28857578/>

- 2) "How Humility Will Make You the Greatest Person Ever"

https://greatergood.berkeley.edu/article/item/humility_will_make_you_greatest_person_ever

Life Lesson 23 – Learn From Others!

Learning from other's successes and defeats, will get you to the top a lot faster. We focus on showing your teen that by listening

and learning from others, they can save themselves a lot of time and heartache. We build upon lessons from previous parts of the course and know that we have chosen the right people to surround ourselves with, now it's time to learn from them.

Supporting Research:

- 1) "Engaging Teenagers in Asynchronous Online Groups to Design for Stress Management"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7500255/>

- 2) "Teen Role Models: Who They Are, Why They Matter"

<https://www.barna.com/research/teen-role-models-who-they-are-why-they-matter/>

Life Lesson 24 – STOP Wasting Time on Social Media!

In this lesson, we focus on the life that is happening all around us that is not on a smart device or computer screen. Go out and live your life!

Supporting Research:

- 1) "Self-Esteem, Social Comparison, and Facebook Use"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6266525/>

- 2) "Impact of Facebook Addiction on Narcissistic Behavior and Self-Esteem Among Students"

<https://pubmed.ncbi.nlm.nih.gov/25933557/>

Life Lesson 25 – Be a GIVER & SERVE Others!

This lesson focuses on the idea of "what goes around, comes around." We teach your teen to treat others as they want to be treated and the world will open for them.

Supporting Research:

- 1) "The Social Contagion of Generosity"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3923723/>

- 2) "Five Ways to Help Teens Think Beyond Themselves"

https://greatergood.berkeley.edu/article/item/five_ways_to_help_teen_think_beyond_themselves

Life Lesson 26 – Anything is Possible!

This one is a simple one, we show your teen that believing in themselves and their dreams, is the key to achieving anything!

Supporting Research:

- 1) "Goal Commitments and the content of thoughts and dreams: basic principles"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3708449/>

- 2) "Create Your Vision"

<https://www.eisenhower.me/vision/>

Life Lesson 27 – Tweak Your Dream!

In support of teaching your teen to set their goals in life, we also show them that sometimes dreams change and that is okay! We focus on tweaking the dream so that you are using your skillset to its fullest potential. Maybe being a basketball player in the NBA was not in the cards but accepting that being a coach is still an awesome way to get paid to do what you love, is an example of tweaking your dream.

Supporting Research:

- 1) "Cognitive Flexibility' Is More Important Than IQ for Success"

https://www.realclearscience.com/articles/2021/06/26/cognitive_flexibility_is_more_important_than_iq_for_success_783108.html

Life Lesson 28 – Attitude STILL Is Everything!

Reinforcing the idea that you have two choices in life every day: **Get Bitter or Get Better**. This lesson brings full circle everything your teen has learned throughout the course so far and comes back to this amazingly simple phrase that can help them frame out their day each morning.

Supporting Research:

- 1) "Development of the State Optimism Measure"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6501845/>

- 2) "Social and Behavioral Predictors of Adolescents' Positive Attitude towards Life and Self"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6888235/>