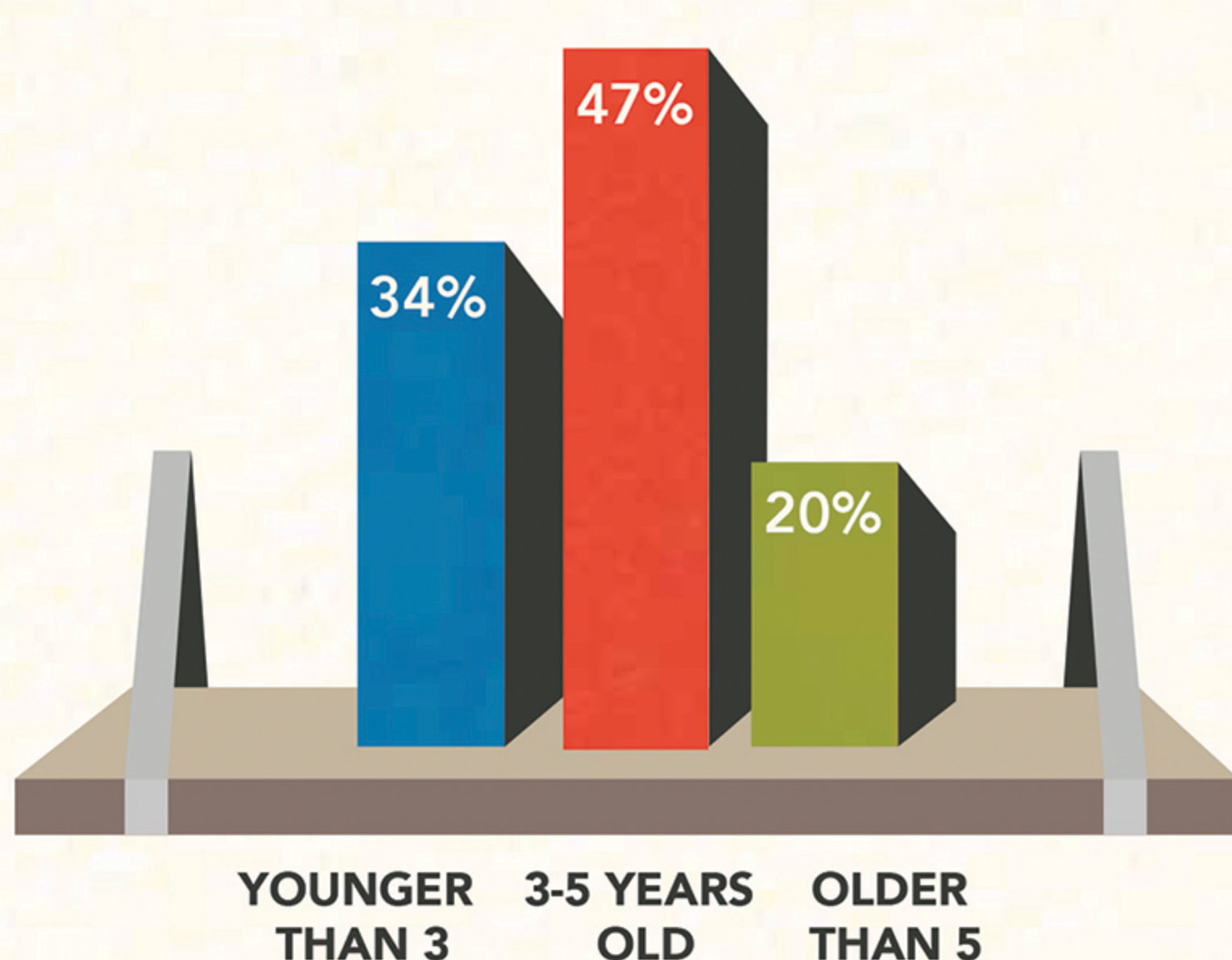


# START YOUR CHILD'S STORY THE RIGHT WAY



WHEN DO PARENTS THINK CHILDREN ARE ABLE TO LEARN

## CHARACTER DEVELOPMENT SKILLS



THE EXPERTS SAY START EARLY

CHILDREN CAN DEMONSTRATE SIGNS OF

## EMPATHY AS YOUNG AS 6 MONTHS OLD



A YOUNG CHILD'S BRAIN FORMS UP TO

# 700

NEW NEURAL CONNECTIONS  
EVERY SECOND

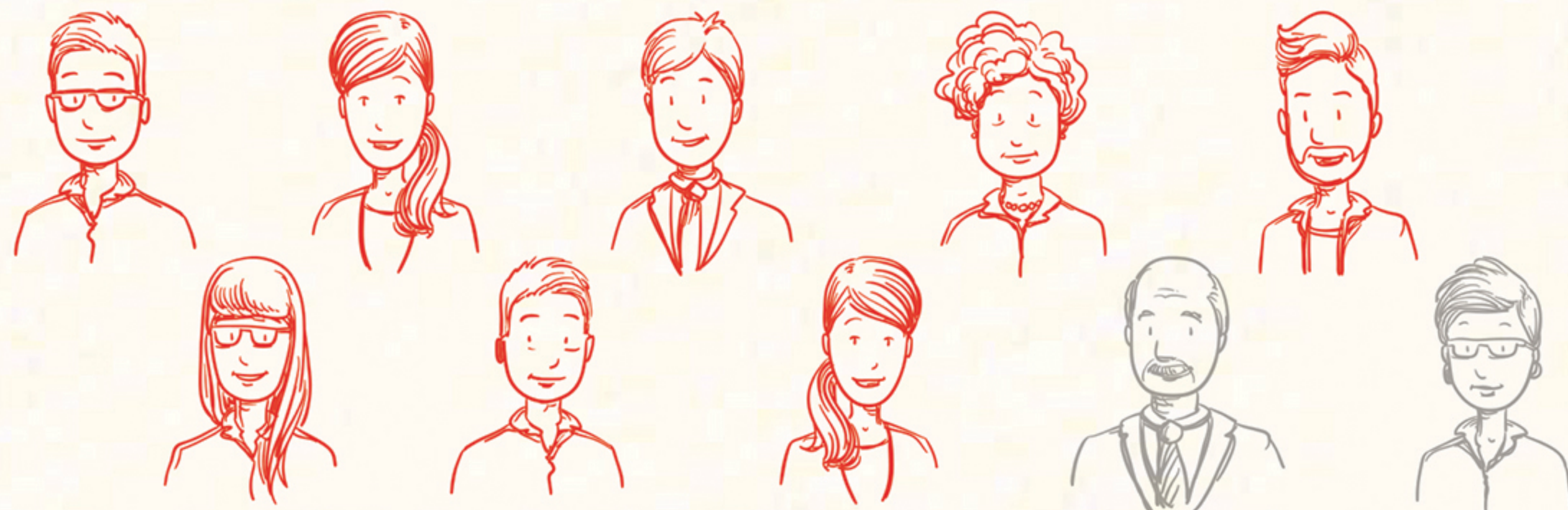
WHAT SKILLS CAN YOU HELP DEVELOP?

## PARENTS RANK THEIR TOP 5

1. Honesty
2. Creativity
3. Generosity
4. Compassion
5. Cooperation

THINK YOUR CHILD COULD IMPROVE IN ONE OF THESE TRAITS?

## YOU'RE NOT ALONE 8 OUT OF 10 PARENTS AGREE



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NURTURING GOOD CHARACTER AT  
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