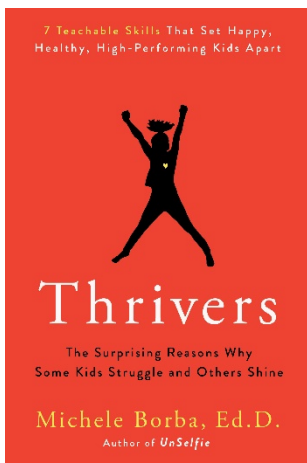


# NEWS FROM PUTNAM

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## **THRIVERS:** The Surprising Reasons Why Some Kids Struggle and Others Shine by Michele Borba, Ed. D. Bestselling author of *UnSelfie*

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**THRIVERS** is a sharply insightful, science-backed guide that helps parents and educators teach the essential character strengths kids need to become “thrivers”-- young people who flourish in a rapidly changing, digitally-driven, and uncertain world. Dr. Michele Borba, a bestselling author and regular NBC contributor, identifies seven teachable strengths that will safeguard kids for the future, mixing a keen cultural analysis of modern stresses with practical “how-to” strategies and ideas for everyday activities that build up kids’ strength, resilience, happiness, and success.

As a teacher, educational consultant, and parent for 40 years, Dr. Borba has never been more worried for young people than she is about this current generation of kids. Across the nation, student mental health is plummeting, depression rates among teens are rising, kids are reporting severe anxiety at ever-younger ages – and the pandemic has only exacerbated this crisis. When Dr. Borba asks a group of students to “tell me about your generation,” most respond with stories of stress, anxiety, isolation, and fear. “We’re like pretty packages with nothing inside,” said one teen.

But some young people aren’t struggling; they’re thriving. They cope with adversity, develop healthy relationships, and embrace change. They are ready for whatever the world throws at them, even in uncertain times. Dr. Borba calls these kids Thrivers, and the more she studied them, she wondered, *What is their secret? And can it be taught to others?*

Dr. Borba combed scientific studies on resilience, spoke to dozens of researchers and experts in the field, and interviewed more than 100 young people from all walks of life. In the end she found something surprising: The

difference between those who struggle and those who succeed comes down not to grades or test scores, but to seven essential character strengths that set Thrivers apart (and set them up for happiness and greater accomplishment later in life):

- Self-confidence,
- Empathy,
- Self-control,
- Integrity,
- Curiosity,
- Perseverance, and
- Optimism.

Each of these seven character strengths is like a superpower that helps safeguard kids against the depression and anxiety that threatens to derail them. And when those superpowers are combined, they become even more potent, creating a Multiplier Effect that prepares children to succeed in our fast-paced, ever-changing world. The best news of all: these strengths aren't inborn. They can be taught – and Dr. Borba shows parents and educators how to do it.

Dr. Borba organizes the book in three parts, allowing parents to focus on strengths by category--Nurturing Heart, Developing Mind, and Cultivating Will. Each chapter defines a character strength, explains the cultural forces that make it necessary to develop, and offers actionable strategies for how to teach it. Along the way, Dr. Borba shares historical and contemporary stories of the strengths in action, brings in key research and scientific findings, and offers real stories from children talking about their personal challenges.

Parents will find an assessment guide to determine their child's "superpower" (and areas that need development). And each chapter includes age-appropriate activities, such as games to play, crafts to make, books to read and movies to watch together, and topics to discuss, offering quick-reference resources for parents to reinforce each character strength as the child grows, from preschool through high school.

Using her trademark clarity of vision and actionable step-by-step instruction, Dr. Michele Borba offers a comprehensive guide to teaching kids how to cope today so they can thrive tomorrow.

#### **ABOUT THE AUTHOR:**

**Michele Borba, Ed. D.**, is the author of *UnSelfie: Why Empathetic Kids Succeed in Our All-About Me World*, and is an internationally renowned educational psychologist and an expert in parenting, bullying, and character development who has spoken to over one million participants on five continents. She is a regular NBC contributor who appears regularly on *Today* and has been featured as an expert on *Dateline*, *The View*, *Dr. Phil*, *NBC Nightly News*, *Fox & Friends*, *Dr. Oz*, and *The Early Show*, among many others. She lives in Palm Springs, California, with her husband, and is the mother of three grown sons.

**THRIVERS • By Michele Borba, Ed. D. • G. P. Putnam's Sons**  
**On Sale: March 2, 2021 • ISBN: 9780593085271 • Price \$27.00**  
[www.MicheleBorba.com](http://www.MicheleBorba.com)

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## Dr. Borba's New Speeches on Raising Children Who Thrive

Increasing Children's Resilience, Empathy, Improving Mental Health, Peak Performance *AND* Character

Listed are the most requested topics for Dr. Borba, but every presentation is customized to meet audience needs. Dr. Borba's presentations range from 20-minute TED style talks, book discussions, one-hour keynotes, full day or weeklong workshops, question and answer sessions, or any other format desired. *Michele's programs are research-based and always focus on providing practical and immediately usable strategies.*

### **Thrivers: What Really Helps Kids Find Happiness Today & Success Tomorrow (Keynote)**

Michele Borba has been a teacher, educational consultant, and parent for 40 years. She empowers all of us by providing skills that allow us to support the current generation of kids. The bestselling author of *UnSelfie* explains why the old markers of accomplishment are no longer reliable predictors of success in the 21st century -- and offers proven traits that will safeguard our kids for what lies ahead. The high-achieving students she talks with every day are more accomplished, better educated, and more privileged than ever before. But many are also more stressed, unhappier, and struggling with anxiety, depression, and burnout at younger and younger ages. Thrivers are different: they flourish in our fast-paced, digital-driven, often uncertain world. Why? Dr. Borba found the difference between those who struggle and those who succeed comes down to the personal traits that set Thrivers apart and set them up for happiness as well as greater potential later in life. In her newest book and in her speeches, Dr. Borba offers practical, actionable ways to develop these Thrivers traits from preschool through high school and show how to teach kids how to cope today so they can thrive tomorrow.

### **Thrivers: 7 Teachable Traits to Ensure Students' Happiness AND Lifelong Success (For educators)**

This session (one hour to a full day) focuses on seven traits students need to be mentally strong and more successful in school and life. Data shows that today's youth are the loneliest, most stressed, and risk averse on record. Though well-educated, they are failing to launch in real life. New research says seven traits are key in helping kids thrive. Dr. Borba shares details about each necessary trait from perseverance to curiosity and will explain how all seven traits combine to ensure happiness and success in life. All traits are teachable, do *not* require another program or investment. You'll not only learn about research showing why each trait is critical for academic success and personal success, but also how these traits help to improve mental health and resilience. Michele will provide dozens of practical ways to weave those lessons into existing content so all kids thrive.

### **Raising Thrivers: Parenting Tips & Tools to Help Kids Thrive in An Uncertain World (For community)**

Our kids are the smartest on record, but also the loneliest, most stressed, risk averse, and depressed. It's why we must rethink our parenting so they can thrive in an anxious, uncertain world. The good news is that thrivers are *made*, not born. In this thought-provoking session, you'll learn seven traits that science says matter most in happiness *and* success (even more than IQ and grades) and help kids thrive both now and later. You'll learn how to help your child cope with everyday frustrations as well as bigger challenges, solve problems and develop resourcefulness, bounce-back from failure, develop an optimistic spirit, and recognize their unique passion to increase authentic confidence. This session offers hands-on tools to raise successful, self-reliant, *and* less-pressured kids who thrive in school *and* life.

### **How to Help the Pandemic Generation Thrive Now & Later (Webinar or In-person for educators & parents)**

These are unprecedented times but how do we help our students? Dr. Borba explains why empathy and resilience are core when educators and parents are considering how to help their children before and after school. You'll learn the 4 crucial C's-caring, connection, coping and cultivate hope that our Pandemic Generation needs to help children overcome adversity, be more resilient and learn skills they will need both now and later. You'll hear a range of support options from how to: rebuild personal connection after experiencing disconnection, teach coping strategies, minimize anxiety and stretch focusing, and so much more! Most important, you'll leave with strategies to improve school performance as well as help kids become thrivers both now and later. All are no cost, easy to implement and evidence-based to create protective factors for our pandemic kids.

## To Contact Dr. Borba for a Virtual or In-Person Speaking Event

[www.micheleborba.com](http://www.micheleborba.com) Email: [borbam3@gmail.com](mailto:borbam3@gmail.com)

# A Conversation with Dr. Borba about *THRIVERS*

- 1. You've worked for 40 years as an educator, educational psychologist, and parent -- when did you first realize the need for this book?** Over the last decade American children's mental health has spiraled downward. One in four college students is now diagnosed for a mental health disorder; suicide rates in 10 to 14 years old has more than doubled in two decades. Data shows that today's kids -- prior to the pandemic -- were the loneliest, saddest, most anxious, least creative and least self-sufficient generation on record. A mom emailed me pleading for help: their suburban community lost forty kids in two-and-a-half years to suicide within a twenty-mile radius was my wake-up call. The following week a high school guidance counselor called to say that their community was a suicide belt: so many kids were taking their lives. I've never been more concerned about kids than now -- they are failing to thrive, and if left as is this will have grave consequences on our kids' futures.
- 2. What do you think is driving the feelings of depression, anxiety, and isolation that many kids report having?** While we've raised a generation of smart children who have more of everything, but we've forgotten to give them the thing they need most to succeed: the mental and moral qualities that make them human. Character is what builds mental strength, genuineness, and wholeness and helps turn kids who strive into young adults who thrive in a fast-paced, every-changing world. But our culture focuses on our children's other side: GPA and test scores, so our kids lack inner strength. A tween told me: "We're being raised to be products and are missing the pieces on how to be people, so we all feel empty." That's a toxic formula for raising resilient kids.
- 3. Can focusing less on grades and competitive success really lead a child to perform better academically?** To thrive in today's technologically-driven, competitive, rapidly changing world, kids need more than grades, rank and scores; they also need strength of heart, mind and will. It's why our narrow definition of success must be widened to include both. Our hyper-focus on cognitive abilities increases children's stress, compromises their cognitive and focusing abilities, and reduces their grit, curiosity and confidence. Peak performers don't stress *either* (academics) *or* (character), but *both*. Our mistake is emphasizing achievement in lieu of character, which greatly undermines kids' thriving potential and it's why we must widen the definition of success.
- 4. How did you identify the 7 Essential Character Strengths that kids need to thrive?** The selection of the essential seven (self-confidence, empathy, integrity, self-control, curiosity, perseverance and optimism) was based on six rigorous benchmarks. *Each* character strength is scientifically proven to increase children's resilience; deemed "essential" for the 21<sup>st</sup> century; recognized as a universal strength that boosts character, shown to optimize learning performance and increases mental health and well-being. *Each* strength must also be teachable and not "fixed" or based on personality, IQ, or income. Finally, I personally interviewed over 500 students and they also confirmed that the seven traits were missing in their lives and that learning them would help them thrive.
- 5. You've identified 7 Essential Character Strengths that kids need to thrive. Is there one strength that you believe is most important?** Self-confidence is the first crucial Character Strength and most important, because the other six traits build from it. Once kids appreciate their unique talents and interests, they are more curious about life, more motivated to succeed and have inner strength to overcome adversity. It's why we must respect our kids for *who they are*, not *what we want them to become*. Too many kids suffer from flimsy self-views that jeopardizes their potential to thrive and makes them feel empty.
- 6. You refer to the Multiplier Effect. What is it and how does it help kids thrive?** Parents put all efforts into nurturing one strength in hopes it gives their kid a success edge. Wrong! Resilience is not one single trait, but many. Thriving potential increases when Character Strengths are combined (Self-Confidence + Curiosity increases self-assuredness and creativity. Self-Control + Perseverance) because it creates a Multiplier Effect and boosts achievement odds. New findings show that kids who are more adept at navigating life because they use *several strengths together*. That's the parenting approach that raises thrivers.








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- 7. At what age should parents begin using your strategies to teach these Character Strengths?** Science confirms that it is never too early or late to learn Character Strengths. Parents need to continually reinforce these qualities in kids from sandbox to prom. Most young people enter the “real world” never having been schooled in the teachings of character, so they face a huge life disadvantage. **THRIVERS** provides those crucial missing lessons so kids of *all* ages will thrive. We haven’t a moment to lose.
- 8. Our kids are experiencing a global pandemic. What effect do you think it had on our children?** The pandemic began when young people were already experiencing heightened and increasing rates of depression, anxiety and suicide. Any crisis -- whether a pandemic, mass shooting, terrorist attack, natural disaster -- only amplifies pre-existing issues. That’s why we must rethink our parenting so it includes helping our children acquire skills they will need for their uncertain future. The seven essential Character Strengths will serve as buffers kids need to handle whatever comes their way so they are more likely to shine, not struggle.
- 9. The book is packed with simple strategies, practical ideas, and step-by-step advice for teaching mental and moral qualities essential for long-term success. How do you know these strategies really work?** My goal was to find proven strategies that increase children’s mental, emotional and moral strengths. I combed child development research and observed stellar teachers and counselors implementing practices based on those findings. Educators attested that the activities improved students’ academic performance as well as emotional well-being. Those 300 resilience-building activities featured throughout the book are easy to use -- and none cost a dime.
- 10. You interviewed more than 500 children of all ages for this book. Was there one kid or story that sticks with you?** One sixteen-year-old sticks with me most because her story personifies many kids I interviewed. Eva was smart and talented with exemplary test scores and grades and a non-stop array of sports, activities and AP classes. But she never felt “enough” and constantly strived to do more to please her parents. It all became too much and Eva was hospitalized with severe depression. Her mother’s comment was heart-wrenching: “I thought I’d given her everything she needed to be happy and successful, but I was so wrong. I missed helping her enjoy herself.” I hear the same sad stories from many parents, but always when they realize that their kids are overwhelmed and hurting. Eva convinced me we must realign our parenting so kids have tools to thrive, not struggle, and enjoy their own company.
- 11. For the book you scoured scientific studies and spoke with experts about resilience and child development. What was one thing you were especially fascinated to learn?** Thrivers are *made* not born. It is a desperately needed skill set at the same time as it is profoundly misunderstood. Resilience is not all or nothing. It is not something you are born with or born without. Once I realized that the ability to thrive is made up of teachable skills that every child needs, I knew I had to offer them to parents and educators so they could instill them in their children.
- 12. You’ve written many books on parenting and child development, what’s new here for parents and educators today?** We are raising a unique generation that has faced a pandemic, school shootings, terrorism, and natural disasters along with intense pressures to succeed like no other past cohort. **THRIVERS** provides parents and educators with an updated guide to teach skills our kids will need now and later to handle an unpredictable world. Instilling these seven Character Strengths may well be the greatest gift we leave our kids.

# 7 Character Strengths to Help Kids Thrive

By Dr. Michele Borba

The New Framework from *Thrivers: The Surprising Reasons Why Some Kids Struggle and Others Shine*

| Character Strength   | Teachable Abilities   | Benefits to Children  |
|--|---|---|
| <b>1. SELF-CONFIDENCE: Healthy identity, self-awareness, &amp; using strengths to find meaning</b>         |   |   |
|                           | Self-Awareness<br>Strength Awareness<br>Finding Purpose           | Healthy Sense of Self<br>Positive Self-Identity<br>Service and Meaning          |
| <b>2. EMPATHY: Understanding &amp; sharing another's feelings, relating, acting compassionately</b>        |   |   |
|                           | Emotion Literacy<br>Perspective Taking<br>Empathic Concern        | Reading & Sharing Emotions<br>Understanding Other Views<br>Compassionate Action |
| <b>3. SELF-CONTROL: Managing stress &amp; strong emotions, delaying gratification, stretching focus</b>    |   |   |
|                           | Attentive Focus<br>Self-Management<br>Healthy Decision-Making     | Delayed Gratification<br>Coping & Regulation<br>Self-Discipline/Mental Strength |
| <b>4. INTEGRITY: Adhering to strong moral code and values, ethical thinking, practicing honesty</b>        |   |   |
|                         | Moral Knowing<br>Moral Identity<br>Ethical Reasoning              | Valuing Virtue<br>Strong Moral Compass<br>Ethical Decision Making               |
| <b>5. CURIOSITY: Open to experiences, ideas and life, taking creative risks to discover, learn, create</b> |   |   |
|                         | Curious Mindset<br>Creative Problem-Solving<br>Divergent Thinking | Creativity<br>Generating Alternatives<br>Innovation                             |
| <b>6. PERSEVERANCE: Fortitude, tenacity, resolve to endure and increase sense of purpose</b>               |   |   |
|                         | Growth Mind-Set<br>Goal-Setting<br>Learning from Failure          | Determination and Drive<br>Self-Mastery & Agency<br>Self-Sufficiency            |
| <b>7. OPTIMISM: Positivity, gratitude, hopefulness to self-advocate &amp; keep pessimism in check</b>      |   |   |
|                         | Optimistic Thinking<br>Assertiveness<br>Hope                      | Positive Attitude<br>Self-Advocacy<br>Hopeful Life Outlook                      |

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## Advance Praise For *Thrivers* by Michele Borba

**"A must-read for parents and anyone who works with kids.** It provides actionable tips and insights that will help adults give kids the tools they need to live their best lives." --**Amy Morin, author of *13 Things Mentally Strong Parents Don't Do***

**"Dr. Michele Borba combines her deep understanding of children with decades of research to offer the wise, practical guidance that parents urgently need today.** . . . This timely and important book focuses our attention where it truly belongs: on *who*--not *what*--our children will become." --**Lisa Damour, PhD, author of *Untangled and Under Pressure***

**"Michele Borba is the coach, mentor, and motivator that today's parents crave.** This brilliant guide—full of heart and backed by research—redefines success and shows us how to raise happier, healthier kids who will become champions of the things that last and matter." --**Kari Kampakis, author of *Love Her Well: 10 Ways to Find Joy and Connection with Your Teenage Daughter***

**"With the world in unprecedented distress, it is our job to make sure that our kids are prepared not only with high grades or prestigious college acceptances, but with the mental toughness, moral strength, and self-awareness that times of great challenge demand. If you add one book to your parenting bookshelf this year, make it *Thrivers*."** --**Madeline Levine, Ph.D., author of *The Price of Privilege, Teach Your Children Well, and Ready or Not***

**"*Thrivers* is the resource I've yearned for as a parent and teacher, an evidence-based, deeply researched instruction manual for helping kids thrive despite--and even because of--adversity."** --**Jessica Lahey, author of *The Gift of Failure***

**"There's a huge gap between what we, as parents, say we want for our children (to be good people) and what our kids say we want for them (achievement). This book is the absolutely perfect book to help us close that gap, to help our children thrive and be all they can be!"** --**Ellen Galinsky, author of *Mind in the Making: The Seven Life Essential Skills Every Child Needs***

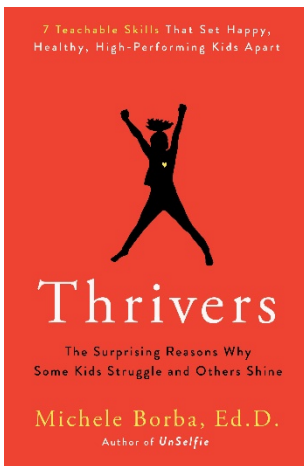
**"*Thrivers* is also a call to action; our children are hurting and *Thrivers* shows you the cost; not only in accurately describing the challenges our children face but how to make it better. I urge any person who cares about children and the health of our communities to read *Thrivers* and apply the wisdom and common sense advice you will find in its pages to every aspect of your life."** - **Rosalind Wiseman, author of *Queen Bees and Wannabes, Masterminds & Wingmen, and Owning Up***

**"Full of activities and ideas to cultivate the skills and mindset kids need to thrive, Borba encourages parents to use everyday moments to respond in ways that build relational and neural connections to promote optimal development, independence, and success. More than ever, our children need us to parent in ways that promote growth and resilience in the face of adversity, and *Thrivers* can serve as an essential guide."** --**Tina Payne Bryson, PhD, New York Times Bestselling Co-Author of *The Whole-Brain Child, No-Drama Discipline, The Yes Brain, & The Power of Showing Up, Author of *The Bottom Line for Baby****

**"*Thrivers* is the North Star every parent needs to point kids toward happiness, purpose, and true success. Emotional resilience can be taught, and Dr. Borba is the consummate teacher."** --**Tamar Chansky, Ph.D., author of *Freeing Your Child from Anxiety and Freeing Your Child from Negative Thinking***

**"*Thrivers* brilliantly weaves together research and stories that grab your heart as they teach you how to be the parent you hope to be--a stunning master class in parenting, from pre-K through adulthood."** --**Catherine Steiner-Adair, Ed.D., author of *The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age***

**"*Thrivers* can be summed up in one word, POWERFUL. In a world that is in crisis, with a generation that is emotionally crumbling, Borba gives us hope as well as the tools to help give our children and teens the moral courage they need to flourish in an unpredictable life. We must turn our strivers into thrivers! A mandatory read for every person who cares about raising kind, compassionate, and successful children."** --**Sue Scheff, author of *Shame Nation: The Global Epidemic of Online Hate***



## A Book Discussion Guide for *Thrivers*

1. Why did you or your group choose to read *Thrivers*? What preconceptions about resilience and thriving did you have before you began reading? Which of your views were challenge or changed by your reading?
2. Do you think raising children who can thrive today is easier, no different, or more difficult than when your parents raised you? Why?
3. Many people feel there is a mental health crisis in today's children. Do you? If so, what do you think is causing it? Which other (if any) concerns do you have about today's children? What factors may be preventing children from developing their thriving capacities?
4. The book shared many quotes by children the authored interviewed. Did any quote concern or resonate with you? If so, which quote and why?
5. A major theme of the book is that thriving abilities are learned and that parents do make an enormous difference in influencing their children's thriving potential. How much influence do you think parents actually have? How did your parents influence your mental, moral and/or emotional strengths? At what age do you think parents start losing their influence? Do you think that the ability to influence kids comes back? If so, at what age? What influences children's character and thriving development most: peers, media, education, parents, pop culture, or something else?
6. The book describes seven Character Strengths essential to achieve peak performance and thrive. Which trait do you feel is most essential for children today? Which do you consider most difficult to nurture? Which trait do you emphasize most in your family? Least? Which would you like to emphasize more? What could you do to help your child acquire the virtue? If you were to rank the seven Character Strengths by importance to children's abilities to thrive, what would your list be?
7. *Thrivers* states that Character Strengths are teachable. Do you agree? Which of the seven Character Strengths do you think are more difficult to teach to children today? Why?
8. *Thrivers* stresses that one of the best ways our kids learn Character Strengths is by watching us. How would your child describe your behavior? Which of the seven Character Strengths best exemplify your character? Which strength would you like to increase in yourself? How would you do so?
9. What kind of person do you want your child to become? How will you help your child become that person?
10. The book stresses that one reason for the character void is our obsession with grades, scores, and rank? Do you agree? If you asked your child what matters most to you, his character or his grades, how do you think (or hope) he would respond?
11. The first Character Strength is self-confidence that emanates from children's awareness of themselves and their strengths and interests. How would you describe your child to someone? And how would your child describe himself? What strengths or interests do you see in your child that could help him gain accurate self-knowledge? What did you identify as his or her Core Assets in the Core Assets Survey? What are you doing to help your child develop those assets and strengths?
12. The book emphasizes that children are born with the potential for empathy, but unless it is purposely nurtured it will remain dormant. In fact, studies show that empathy in teens has decreased 40 percent in



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thirty years. What outside factors are hindering the development of this second Character Strength? What are you doing to enhance empathy in your child? What could you do to enhance this critical trait even more?

13. What are some of the sayings, proverbs, or experiences you recall from your childhood that helped you define your values? How are you passing on your moral beliefs to your child to help her develop Integrity? What have you done with your child recently to reinforce your moral beliefs so she sees herself as a moral being?
14. How was discipline handled in your family as you were growing up? How did it affect your integrity or self-control? What is the most common method you use to discipline your child? How effective is it in enhancing her knowledge of right and wrong and willingness to adhere to those values?
15. Research shows that self-control is a better predictor of adult wealth, health, and happiness than grades or IQ. Do you agree or disagree and why? Are today's children being raised to have self-control? Are you noticing a change in children's (and adults') ability to regulate their self-control? If so, to what do you attribute the increase? How well do your children manage emotions? The book describes several approaches (like mindfulness, yoga, meditation, and stress management) to nurture children's self-control. Do any interest you? Are there ways you might join other parents (playgroups, scouting, playdates) to teach stress management and self-control practices to your children together?
16. The chapter on perseverance stresses the need for parents to praise their children for their effort, not the grade or end product. What type of praise do you typically give your child? Do you think it helps to instill a growth mind-set? After reading the research on the power mind-set has on grit, did you consider changing how you praise or help your child handle mistakes or failures? If so, how?
17. How important is it to you to have an optimistic child? What impact do you think events such as the pandemic, racial injustice, climate change, or school shootings have on children's views? Do you think it's harder to raise a child with hope and optimism about the world? What are ways that you and your community could help children see the "good" in their world?
18. What would you like your greatest legacy to be for your child? What will you do to ensure that your child attains that legacy?

To contact Dr. Borba for a virtual or in-person speaking event or book talk: [micheleborba.com](http://micheleborba.com) or [borbam3@gmail.com](mailto:borbam3@gmail.com)

# About Dr. Michele Borba

**Author of *Thrivers: Surprising Reasons Why Some Kids Struggle and Others Shine***

**M**ichele Borba, Ed.D. is an internationally renowned educator, award-winning author, and parenting expert recognized for her solution-based strategies to strengthen children's and social-emotional intelligence and character, and reduce peer cruelty. A sought-after motivational speaker, she has spoken on 19 countries in five continents, and served as a consultant to hundreds of schools and corporations including Sesame Street, Harvard, U.S. Air Force Academy, 18 US Army bases in Europe and the Asian-Pacific, H.R.H. the Crown Prince of Abu Dhabi, and a TEDx Talk: "Empathy Is a Verb." She offers realistic, research-based advice culled from a career working with over one million parents and educators worldwide.

Dr. Borba is an NBC contributor who has appeared 150 times on the TODAY show and countless shows including Dateline, Dr. Phil, The View, NBC Nightly News, The Doctors, Dr. Oz, Anderson Cooper, MSNBC, Fox & Friends, Countdown, Fox News, The Early Show, and CNN. Her work has been featured in *TIME*, *Washington Post*, *Newsweek*, *People*, *Boston Globe*, *U.S. News & World Report*, *The New York Times*, *Reader's Digest* and *Globe and Mail*. Dr. Borba also served as a media spokesperson for major corporations including 3M, Office Depot, Unilever, Hershey, Mattel, Similac, General Mills, Mastercard, All, Galderma, V-Tech, Cetaphil, Splenda, Walmart, Johnson & Johnson and as a consultant to McDonalds and Disney.

The award-winning author of 24 books translated into 19 languages include *Nobody Likes Me, No More Misbehavin', Don't Give Me that Attitude!*, *Building Moral Intelligence*, *Parents Do Make A Difference*, *The Big Book of Parenting Solutions*, *End Peer Cruelty*, *Build Empathy*, and *UnSelfie: Why Empathetic Kids Succeed in Our All-About-Me World*. Her latest book is titled: *Thrivers: The Surprising Reasons Why Some Kids Struggle and Others Shine*.

Her awards include the National Educator Award (presented by the National Council of Self-Esteem), National Child Safety Award of 2106 by Child Safety Network, Santa Clara University's Outstanding Alumna Award and Outstanding Contribution to the Educational Profession by the Bureau of Education and Research. She was named Honorary Chairperson for Self-Esteem in Hong Kong, consultant for the Character Education and Civic Engagement for the U.S. Department of Education, Disney Influencer, and Goodwill Ambassador for M.I.T.'s One Laptop per Child project. She was a 2016 SHORTY nominee for "Best Social Media Influencer in Parenting." Board memberships include *Parents*, Character.org, Child Safety Network, Boys & Girls Club of America, USTA Sportsmanship Committee. Her proposal: "Ending School Violence and Bullying" (SB1667) was signed into California law in 2002.

Dr. Borba is a former classroom and special education teacher with a wide range of teaching experience, including work in a private practice with children with learning and emotional disabilities. She received a Doctorate in Educational Psychology and Counseling from the University of San Francisco, an M.A. in Learning Disabilities and a B.A. from the University of Santa Clara, and Life Teaching Credential from San Jose State University. She lives in Palm Springs, California with her husband and has three grown sons.

## To Contact Dr. Borba for Speaking or Media

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