



CANCEL MY REPUTATION

Create a good reputation.

Leaders of great businesses spend a lot of time developing good reputations for their companies. In this webisode, Elena is disappointed when she thinks that Mama Mabel's pies might not be homemade. And Radley discovers he may be hurting his brother's reputation by doing his science project for him. The Secret Millionaires Club learns the importance of building—and maintaining—a good reputation.

Building a good reputation leads to success in life.

Ask kids: A reputation is the overall character or belief about someone or something as judged by others. Can you name some companies that you think have good reputations? Why do you have those opinions of them? Like businesses, people have reputations. How do you think others would describe your reputation? Are you kind? Hard working? Funny? What are some ways that you can develop a good reputation?

Find examples of how reputations are built and harmed.

Talk to your child about a person or company you hold in high regard and why. Discuss the characteristics that contribute to that good reputation. Use age-appropriate news stories to point out real-world examples when a person or company does something beneficial for their reputation. Alternately, point out when the opposite occurs—and the consequences of a harmed reputation.

Activities:

1. Imagine your child just opened a new ice-cream shop in town and wants to build a positive reputation for the business. Ask your child to write a short speech to give to employees about how the store will be run, what it will be known for, what is expected of the staff, and how they should treat customers.
2. "You want to make sure that you act as if everything you say and do will be posted on the Internet for everyone to see," Warren says. Young kids may not be on social networking sites yet, but it's never too early to talk to them about being smart and safe online. Together with your child, make a list of rules for how kids should handle themselves on the Internet. Remind your child that what we post online doesn't go away and reflects our reputation and character.

Tip: Does your child love the way your family's tablet computer works? Or is your child upset that a business has done something to harm the environment? Then let the company know! Encourage your child to write a letter to the company. Be specific about the compliment or concern. Try to offer up a suggestion to address a problem or an issue.

