



*March 18, 2008*

*Parental Wisdom – Emails  
Capitalizing on Teachable  
Moments*

*"A good reputation is more valuable than money."*

- Publilius Syrus 100 BC Maxims

In the midst of our incredibly busy days, parents search for something called **quality time**. But time is time, and each week we are given exactly 10,080 minutes; no more, no less. Time is the great equalizer - it doesn't matter how much or how little money you have.

How we spend that time is what matters. Interestingly, we often spend time in things we can document, quantify or measure, such as activities like sports, school, chores, and work. But what matters more are the things you can't measure, such as the impact of teachable moments. We need to look at those opportunities as gifts and capitalize on them.

Thank you Former Governor Spitzer.

Thank you for giving us the opportunity to explain to our children the difference between little and big mistakes.

Thank you for giving us the opportunity to ask our children a simple but very important question, *"What do you think your reputation is worth?"*

Since we are surrounded by popular culture, what used to be considered infamous is now immediately considered famous. We are in the parenting fight of our lives and need to find opportunities to reinforce our values despite the world's perceptions of values imploding around us.

The young woman in the Spitzer case stands to make millions from the publicity. Again, discuss with your children what her reputation is really worth? A new show called *Moment of Truth* offers large money prizes for true answers. Unless you've lead a Mother Teresa-like existence, I would suggest not trading your reputation and family embarrassment for dollars.

Despite your best attempts, you can't be around your children all the time, so the next best thing is to make sure they are thinking before they act. No doubt they will make mistakes, but have discussions that reinforce the values you want to instill so you can at least minimize that possibility. I know you think children sometimes don't listen, but they do. After all, if we didn't listen, how could you explain that when we grow up we all sound just like our mothers or fathers.

As you end your discussion, plant this seed in your child's head;  
*"Before you do something - **think**. Would you be proud or embarrassed for us to learn about it?"*

**That will tell them all they need to know.**