



Imagine Etiquette's Self-Esteem, Value and Awareness ("SEVA") Guide Book for Parents

A parent's guide to instilling confidence, self-esteem, and self-value
in their children at an early age

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Founder and Director of Imagine Etiquette



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Introduction

I am the eldest of two children. My mother is an amazing woman who is ambitious, classy, smart, and, more importantly, confident. My mother was a single mom, and she raised my brother and me without any financial or emotional support from our fathers. She was determined to be successful and didn't expect anything less from her children.

When it came to raising my brother and me, she was very precise. What do I mean by precise? I mean that her skills in raising confident black children were strategic in that she understood the difficulties we would face as adults and she made sure to instill in both of us confidence, self-value, and self-worth.

As I became a teenager, my mother always stayed in my ear. Every day she would say, "I cannot believe God blessed me with two beautiful children." She always complimented my brother and me. She constantly uplifted and never put us down. She was supportive in our endeavors. She never spoke negatively about our fathers. She pushed both of us to our limits. We were raised to never use the word "can't." She believed if you tried hard enough, you just might accomplish what you thought you could not. One thing out of the many great things she said to me was: "Nette, never think that you are better than anyone, but at the same time, never ever think that anyone is better than you." This statement was so powerful that it continues to resonate with me to this very day. When I was 18 years old, she told me, "Always know your value and self-worth. Never let anyone tell you how valuable you are."

I can honestly say that not only did my mom teach me the value of confidence, but she also led by example. This is who she is and always has been, and now this is who I am and always will be.

The teachings that my mom gifted to me as a child created the woman I am today, and I wanted every child to feel the way my mom made me feel growing up. I wanted my students to know that they can succeed at anything with self-esteem, and without it, their life will be full of adversity. Most adults are continuously looking for approval and never find their actual value and self-worth because they were not provided with the foundation of confidence as a child.

The Beginning



I created Imagine Etiquette as a tribute to how my mother raised me, how her mother raised her, and how I am raising my daughter. My program is heavily based on the techniques and confidence-building skills my mother instilled in me.

In March 2014, I created Imagine's Etiquette and Self-Esteem/Self-Awareness ("SEVA") Intervention programs for schools. My programs were introduced to students long before the Social Emotional Learning (SEL) concept, which is widely taught today. It has been amazing to see my students, who I consider my babies, benefit immensely from my etiquette and SEVA programs. I am proud to say that my mother's methods are valued, and I am happy to share my mom's techniques of confidence building as a foundation for Imagine's curriculum, which encourages, empowers, and elevates all children no matter what color or background they are from.



The Programs

Imagine Etiquette was birthed out of a desire to support youth as they become socially aware. Imagine Etiquette SEL programs were created to cultivate and nurture students' self-esteem and self-awareness with the expectation of them attaining social and academic success.

Social-emotional learning is essential now more than ever, and building confidence in your children is imperative. Schools primarily focus on academics and miss the opportunity in teaching the whole child. Educators need to prepare children academically, but once children graduate from high school or college, grades will not matter. What matters the most is their character, integrity, confidence, and respect for themselves and others. Parents should assist their child's education by providing their child with the necessary tools to face future challenges and lead them on a path to success.

ENCOURAGE

It is vital to support and encourage your child so they can flourish and develop. Please encourage your child to do things for themselves. Completing your child's homework, or making their bed for them when they are old enough to do it for themselves, will rob them of the opportunity to become self-sufficient and might stifle their chances of becoming confident and independent. Doing things with your child—instead of for your child—will allow them to build their sense of independence and self-worth.

EMPOWER

Empowering your child keeps them feeling more positive and motivated; it also gives them the confidence that will motivate them for the rest of their life. Teach your child resilience. "If you don't succeed, try, try again!" Try not to criticize your child when they make a mistake. We all become better in life when we learn from the mistakes we have made.

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ELEVATE

Every parent should want their child to have empathy, generosity, integrity, and character. Elevate your child by teaching them the importance of respecting themselves and others. Your child needs to understand and feel empathy. As parents, we should all strive to elevate our children instead of limiting or discouraging their dreams and goals. Please do not put your child down or make them suffer for an irresponsible parent's decisions or mistakes.

For example, suppose the absent parent received a football scholarship for college but decided to leave his family and start a music career, and now doesn't have a job to pay child support. Don't say to your child, "Your dad is a deadbeat and you are going to grow up and be just like him." Children do not understand nor can they compartmentalize the frustration and anxiety of an irresponsible parent's personal decisions or mistakes.





Benefits of Affirmations

Confidence building is imperative if you want your child to succeed. Start by creating positive affirmations and encourage your child to repeat them daily. Affirmations build confidence and self-assurance, allowing a child to understand their value and self-worth.

Reciting daily affirmations can help young children feel empowered and cultivate a positive self-image. Daily affirmations are also a great way to help your child cope whenever they are feeling upset, depressed, insecure, or overwhelmed. Reading daily affirmations will remind your child of their abilities or strengths during a negative situation.

To help your child get the most from affirmations, have them practice the phrases during a neutral time when they seem calm and receptive. You could use a mirror during a quiet moment in the morning to have your child practice saying the affirmations to themselves, or you could highlight your child's strength throughout the day and do a recap over dinner where they repeat their affirmations back to you. Recite the affirmations with your child. It is a great way to stay connected, and your child will be pleased to see that daily affirmations are a necessary tool for you as well as for them.

I have created Daily Affirmations which are based on my mother's principles of raising confident children, and I have provided the same affirmations to my child and her friends, my students and their parents, my friends, and their children. If you would like to receive a free copy of my Daily Affirmations, please visit my website at www.imagineet.com.



Tips for Parents

Parents need to start building their child's value at an early age. You can start by telling your child how important they are. Always encourage your child to believe in themselves. The goal is to build their confidence before they start school. It is easier for children to advocate for themselves when they believe in themselves, which is imperative once they enter the classroom.

Below are a few tips you can start implementing today:

1. Set Examples By Loving Yourself

You must love yourself before you can teach your child to love themselves. You can model this behavior by rewarding and praising yourself when you do well. Celebrate your successes with your children. Talk about the skills and talents and efforts needed for you to achieve those accomplishments.

2. Teach Resilience

No one succeeds at everything all the time. There will be setbacks and failures, criticism and pain. Use these hurdles as learning experiences rather than dwelling on failures or disappointments. The old adage, "Try, try, try again," has merit, especially in teaching kids not to give up. Teach your child that setbacks are a normal part of life and can be effectively managed. If your child does poorly on a test, don't criticize them or make them feel bad. Instead, talk about what steps they can take to do better next time. When they do succeed, they will take pride in their accomplishment.

3. Provide Your Child with Small Jobs

Teach your child responsibility at an early age. Children need opportunities to display their skills and to know their contributions are valued. At home, this means asking them to help with household chores such as setting the table, cleaning up their room, picking up after themselves, sweeping, doing the dishes, folding laundry, cooking, etc. If your child is proud of their ability to organize, ask her to put toys away in designated areas. When a child accomplishes a task, they feel confident

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4. Spend Time With Your Child

What better way to build your child's confidence than spending quality time with them? When you do, you must give your child your full attention. For example, during your child's playtime, sit down with him and give your undivided attention. Do not be distracted by your phone or other conversations. Be in the moment with your child. Committing to this will boost your child's feelings of self-worth by sending the message that you think they're relevant and valuable. Setting your children up to succeed, providing them a generous amount of encouragement, and spending quality time together can help them grow up feeling good about themselves.

5. Being Perfect Is Unrealistic

As parents, we understand perfection is unrealistic, and it's essential for your children to get that message as early as possible. Please help your child see that whether it's on TV, in a magazine, or social media, the idea that others are always happy, successful, and perfectly dressed is a fantasy—and a destructive one at that. Instead, tell them they were created to be special and unique and teach them to embrace their individual beauty and talents.





Building a Foundation for a Solid Future

A child's successful future begins early. Many children get lost to the pressures mass media, bullying, and social media. It has been proven that children who are confident become polite, well-mannered, and get along better with their peers, parents, and teachers. Parents must begin empowering their children with the skills to handle all of the various social, academic, and professional situations with confidence.

Start today by building a foundation of confidence so that your child will have a solid future. Begin with spending quality time with your child. Teach your child resilience and assist with building their confidence, character, and integrity. Finally, always let your children know that they are valued.

“

She lets kids feel confident about their physical and emotional being. For example, the daily affirmations help me and many other students gain self-confidence.

Celeste - High School Student
SEVA™ and Etiquette Programs



”

I pray to God that he will always keep Ms. Fernandez safe, healthy, and genuine. Ms. Fernandez has been a huge influence in my life.

Angela - High School Student
SEVA™ and Etiquette Programs



"Imagine a world of children who understands the value of Confidence and are Encouraged and Empowered to Elevate themselves to greatness."

– Bernadette Fernandez



Bernadette Fernandez



Bernadette Fernandez is the founder of Imagine Etiquette & Image Consulting, Inc., an enrichment program designed to enhance youth's lives through etiquette and social-emotional learning. A Los Angeles, California native, Bernadette's upbringing was steeped in the Southern Belle traditions of her Louisiana lineage. Bernadette, a third-generation etiquette expert and instructor, has followed in the footsteps of her mother and grandmother to keep the lost art of social etiquette alive.

Before deciding to follow her life-long dream of sharing her knowledge of etiquette and social-emotional learning, Bernadette spent ten years as a paralegal in prestigious Los Angeles law firms.

She also spent 15 years mentoring children as an after school assistant, tutor, and mentor to young and adolescent girls with whom she worked to build self-esteem and confidence. Initially, she taught urban girls and boys from disadvantaged communities because she recognized the need for programs that teach poise, confidence, integrity, and leadership.

In addition to enriching the lives of K-12 students, Bernadette has successfully shared her etiquette and social-emotional learning programs with educators in public, private, charter, and independent schools throughout the Greater Los Angeles metropolitan area.

Bernadette Fernandez obtained a Career Technical Education (CTE) teaching credential. She has served as an Advisory School Board Member, President of a School Board, Image Consultant, and is a member of the National Association of Women Business Owners.

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Living her most rewarding life in Los Angeles, Bernadette is married and raising a teenage daughter, whom she hopes will carry on the family tradition and train the next generation in the value of etiquette and social-emotional learning.

Visit www.imagineet.com if you want more information about:

- o Virtual Classes for Children
- o Virtual Workshops for Parents
- o Virtual Programs for Schools

You can also visit www.imagineet.com to download a copy of Imagine's Daily Affirmations. Bernadette can be reached at bfernandez@imagineet.com or 424.201.5485.





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