



# WHY DO THEY ACT THAT WAY?

Proven Strategies to Understand and Stay Connected to Your Teen

## SUPPORT PARENTS AT HOME SO THEY CAN BE THEIR BEST AT WORK.



Even before the pandemic, parents of teenagers report being more stressed than any other time in parenthood. Now, more than ever, parents need extra support to reduce stress and boost resilience and engagement.

This six-week online class from Spark & Stitch Institute delivers the latest insight about the adolescent brain along with practical parenting strategies that reduce power struggles and build connection. This class helps companies fulfill their commitment to providing support to parenting team members during this challenging time.

### **Flexibility that working parents need and deserve.**

For working parents, flexibility is everything. Parents are juggling competing demands on their time and attention and need solutions that fit into their busy lives, not long sessions that are difficult to attend. This course consists of short videos (5-8 minutes long) and practical downloads that working parents can access on their schedule.

### **Clear, transformational strategies that can adapt to fit different families.**

Parents and teens are unique. With access to 33 short videos, interactive guides and exercises, and an online community forum, parents are able to find and practice approaches that work for them.

### **Build a corporate culture that supports working families and prioritizes employee engagement.**

Give parents across your organization the ability to engage in the same content, strengthening their parenting toolkit and deepening engagement with their colleagues and workplace.



Parents and kids alike are facing unprecedented levels of stress, uncertainty and isolation. Juggling work, parenting, and schooling is not easy. Now, more than ever, parents deserve evidence-based support, affirmation and concrete strategies that reduce isolation and build engagement and resilience. Parents are looking to their employers to recognize that they need additional support that fits into their “new normal.” Spark & Stitch Institute’s engaging, warm, and practical online classes remind parents that they aren’t alone in their struggles and build confidence and calm.

Dr. Dave Walsh and Erin Walsh have designed workshops and delivered keynotes about the teenage brain to thousands of parents around the world for over twenty years. They co-authored the national best selling book *Why Do They Act That Way? A Survival Guide to the Adolescent Brain for You and Your Teen*, on which this course is based. They've listened to parents and teenagers about common challenges and triumphs and channeled everything they have learned into this course.

### Why support parents of teenagers?

Parenting teens has never been easy. It is a uniquely turbulent, challenging, and stressful time in the very best of circumstances. While there is a lot of (much needed) support for parents of very young children, parents of teenagers report feeling more stressed and isolated than during other stages.

Parenting teens during COVID-19 is even harder. Adolescents are uniquely impacted by the stressors of COVID-19 and the data points to rising levels of anxiety and depression for this age group. *Why Do They Act That Way* is designed to support parents of teens and deliver strategies that help them navigate these challenges in ways that reduce conflict, build connection, and foster resilience.

### How does the class work?

This online class is designed to be a self study, meaning that parents can engage in the videos and downloads on their own schedules. There are six modules or “Sparks” that deliver science and strategy around key parenting challenges. Once a participant accesses the course, they receive one Spark a week for six weeks. Access to the six week class is provided over twelve weeks.

“This is the teen class that I wished for, full of simply presented insight into the teen brain geared towards a better (and happier!) way to parent through connection. Dr. Walsh and Erin present real (not idealized) techniques. They recognize that there will be bumps and bruises along the way and offer guidelines to help identify when typical behaviors & emotions cross over into concerning ones. It is clear that they have a real passion for helping parents and a deep affection for teens.”

Naomi, Parent

“I think employers would be interested in this course to help employees feel less stress at work! The format is flexible because employee can participate at their own convenience. Having an online program offers participants the ability to watch when it fits within their work/home schedule. Many employees are parents and so the topic is very relevant. Thank you!”

Joy, Met Council HR