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As the author of “Create Happy Kids—Practical parenting solutions to create motivated, respectful and compliant kids”, national speaker and parent educator, I am constantly asked about the power of positive reinforcement.

A happy kid who is confident, knows what to expect from his/her environment, and takes care of his/her responsibilities, is a reality not a fictional character! These kids often grow up to be happy adults who contribute to society, work hard and take responsibility for their actions. How do they come to be that way? It's easy, with the power of positive reinforcement.

A question I often challenge parents to ask themselves, is: “Do I want to create a happy kid who learns about accountability and responsibility through learning from his/her mistakes, while feeling *hopeful and empowered to make better decisions?* OR... do I want a fearful kid who grows up angry and rebellious in the face of responsibility and ends up feeling insecure about making any decisions?” In my experience, all parents want the former, not the latter... the key words are: “*hopeful and empowered.*”

Using the power of **positive reinforcement** to reward good behavior, to create a supportive environment with clear expectations, and to foster healthy choices is the goal of any parent. Doing so, creates hope and empowers the child to make better decisions every day. There are so many different and equally effective ways to reward a child and redirect them to focus on the right path.

In my experience, the best way to reward a child and see the optimal results (mentioned above) is to use a positive reinforcement method that includes these factors:

- A reward system that is not just visual but also, visually appealing.
- It rewards and praises the child's actions/choices and helps the child keep track of his/her progress.
- A structured system that is easy to use by kids AND their parents. Such a user-friendly system creates consistency (which any behaviorist knows, is the key to successful behavior change).

- A system that is engaging and allows the child to gradually use it with more autonomy. Which creates independence, instead of needing the parents' constant policing.
- A system that can be individualized and easily customized to each kid—it integrates the child's preferred incentives and addresses his/her individual needs. That makes the child feel special as well as the product, relatable.

In my professional opinion, the products and charts by The Victoria Chart Company meet ALL these important factors. Their charts and products easily and beautifully empower (and guide) parents to effectively reward their kids and use the tools to build their child's self-esteem, confidence and decision making skills.

Victoria's reward system is visually appealing and easy to use by parents and kids to keep track of the child's progress. It is very engaging, rewarding and well structured. One of the most attractive features of the products is that they can be individualized and customized to meet the needs of each child.

This makes it easy for kids to:

- relate to the system, and feel motivated by it
- use it successfully and consistently
- become more compliant and independent.

It is with great pleasure that I endorse the products of The Victoria Chart Company.

Sincerely,

Shirin Sherkat Psy. D.