

## CEO's Message for July 2026

The “**matter**ing instinct” is a child’s deep need to feel valued, wanted and useful to others. Parents can build this by making children feel truly noticed and needed.

Instead of just praising a child for good grades, show them that their presence and unique thoughts matter to you every day. Give them real responsibilities at home so they see that the family relies on them to function.

Finally, put away phones and give them your full attention during conversations.