

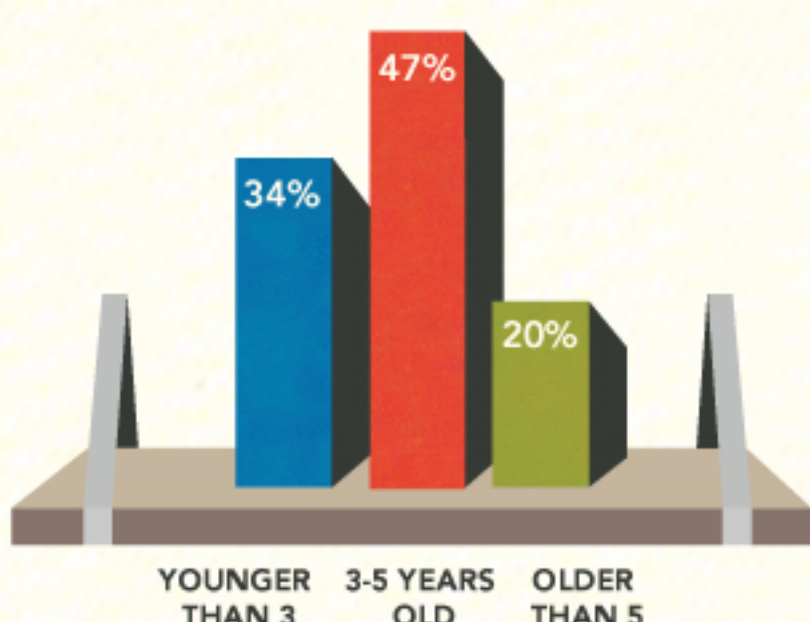
START YOUR CHILD'S STORY

THE RIGHT WAY



WHEN DO PARENTS THINK CHILDREN ARE ABLE TO LEARN

CHARACTER DEVELOPMENT SKILLS



THE EXPERTS SAY START EARLY

CHILDREN CAN DEMONSTRATE SIGNS OF

EMPATHY

AS YOUNG AS

6 MONTHS OLD



A YOUNG CHILD'S BRAIN FORMS UP TO

700

NEW NEURAL CONNECTIONS
EVERY SECOND

WHAT SKILLS CAN YOU HELP DEVELOP?

PARENTS RANK THEIR TOP 5

1. Honesty
2. Creativity
3. Generosity
4. Compassion
5. Cooperation

THINK YOUR CHILD COULD IMPROVE IN ONE OF THESE TRAITS?

YOU'RE NOT ALONE 8 OUT OF 10 PARENTS AGREE



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NURTURING GOOD CHARACTER AT
PRIMROSESCHOOLS.COM/CHARACTER