



# Building Moral Intelligence: The Seven Essential Virtues that Teach Kids to Do the Right Thing

By Michele Borba

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Gain a new understanding of moral intelligence, and a step-by-step program for its achievement from bestselling author, Michele Borba. In this indispensable book for parents, Borba has created a new break-through in conceptualizing and teaching virtue, character and values under the auspices of a measurable capacity -- Moral Intelligence. This book confronts the front-page crisis we now face in our country regarding youth violence, alienation, self-destructive behavior, cold-heartedness, lack of compassion, insensitivity, intolerance and the break down of values. The author provides a new way to understand, evaluate and inspire our kids with the seven essential virtues which comprise moral intelligence.

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*By Michele Borba*

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### **Editorial Review**

From Publishers Weekly

Television, games, the Internet, peers and other forces shape children's morality, but consultant and educator Borba (*Parents Do Make a Difference*) argues that it is parents who provide the most enduring modeling and instruction. Kids, she asserts, should be fortified against the onslaught of increasingly negative cultural influences violent video games, nasty music lyrics by parental involvement and guidance. Designed as a guide for parents and caregivers of children from three to 15 years old, the book describes an epidemic deficiency in the moral development of American kids and outlines seven virtues (Empathy, Conscience, Self-Control, Respect, Kindness, Tolerance and Fairness) to be engendered in children. Devoting an identically designed chapter to each virtue, she defines the virtue in accessible and secular language. She then provides a test for parents to assess their children and offers practical actions parents can take on a daily basis. Throughout, her tone is pragmatic and optimistic. She advises parents to make sure they are providing a moral example that they would want their children to follow in other words, watch their own behavior. She advises parents to be direct about their own moral beliefs and encourage specific virtuous behaviors. Borba concludes the book with a helpful resource list. A packed storehouse, this helpful, informative and hopeful book will be dog-eared over years of consultation. (July)Forecast: Many readers will recognize Borba's name; as an expert on "bullying," she makes frequent TV appearances, and on Oprah's Mom Online she is the "Moral Intelligence Pro." This book is timely; given public debates on media violence, and the prevention of juvenile crime, it's likely to be widely read and referenced.

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From Library Journal

Writing with confident authority and providing good, current references, Borba offers "a step by step blueprint for enhancing your child's moral capacity" the ethical compass that charts a youngster's moral fate. She first defines seven intertwining "essential virtues of moral intelligence and solid character": empathy, conscience, self-control (these first three form a "moral core"), respect, kindness, tolerance, and fairness. Ensuing chapters suggest how to incubate, nurture, and master individual virtues using realistic, workable methods. The book recalls Becky A. Bailey's *Easy To Love, Difficult To Discipline* (LJ 2/15/00), which frames "loving guidance" in seven-part structures (seven values for living, seven powers of self control, etc.). It's also similar to Borba's own *Parents Do Make a Difference* (Jossey-Bass, 1999). All these books have noble goals yet require a high initial investment of energy and time; this is not a quick fix but a way of living. Of course, many of those who really need Borba's book won't read it; if more people mastered these traits, the world would be a different and better place. Recommended for larger public libraries. Douglas C. Lord, Connecticut State Lib., Hartford

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Review

"(Written) with confident authority and providing good, current references...The book is...similar to Borba's own *Parents Do Make a Difference* (Jossey-Bass, 1999)...this is not a quick fix but a way of living...if more people mastered these traits, the world would be a different and better place. Recommended for larger public libraries." (Library Journal, July 2001)

"No parenting book I know of offers so many practical insights, workable strategies, and inspiring stories,

books, videos, and other family-friendly resources for intentionally teaching these crucial character strengths." (from the foreword by Thomas Lickona, author, *Raising Good Children*)

"Provides a much-needed antidote to the waves of incivility, intolerance, and insensitivity sweeping through our nation's youth culture. Dr. Michele Borba offers parents a treasure trove of ideas for building the most neglected intelligence around: our kids' moral intelligence. I'd like to see a copy of this book in every home across America!" (Thomas Armstrong, author, *7 Kinds of Smart, Multiple Intelligences in the Classroom, and Awakening Your Child's Natural Genius*)

"If you care about the future of our children and our nation, read this important book! Perfectly balancing cutting-edge research with practical strategies, engaging anecdotes and wise insights, Michele Borba shows us how to do what really matters most-how to help our kids become good and caring human beings." (Jack Canfield, coauthor, *Chicken Soup for the Parent's Soul, Chicken Soup for the Mother's Soul, and Chicken Soup for the Father's Soul*)

"This brilliant book will help anyone who lives or works with children build the skills and moral values that make cruel, selfish, and destructive behavior unthinkable. This book will save lives." (Jane Bluestein, author, *Creating Emotionally Safe Schools and Parents, Teens and Boundaries: How to Draw the Line*)

"Michele Borba is an inspiring educator, an experienced parent, and a terrific writer. She has identified the core issues for parenting moral kids and presented them with passion, wit, and enormous practicality. Her new book gives us solid empirical research but also specific day-to-day activities that will really make a difference in our children's lives." (Michael Gurian author, *Boys and Girls Learn Differently, The Wonder of Boys, The Good Son and A Fine Young Man*)

"While many people in public life decry the lack of character and moral development among our kids, few take this concern further, into the realm of practical steps to address the issue in the lives of real children and youth. Michele Borba has done so in her book *Building Moral Intelligence*. As one whose work takes him into prisons to interview kids who kill, I can testify to the need for adults to cultivate moral intelligence-and the consequences when we don't. This book is a tool for parents to use in the struggle." (James Garbarino, author, *Lost Boys: Why Our Sons Turn Violent and How We Can Save Them*)

"This smart and helpful book integrates much of what we know about raising moral children. I especially like the book's constructive way of pulling together a wide range of theoretical approaches and coming up with a wealth of sensible child-rearing tips." (William Damon, professor and director, Stanford University Center on Adolescence)

"An important book, beautifully researched and highly readable-one that will surely help parents raise a generation of more peaceful, ethical children. I give this book my highest recommendation." (Naomi Drew, author, *Peaceful Parents, Peaceful Kids*)

"This how-to guide to teaching children moral intelligence fills a deep need. It is practical, filled with excellent activities, and based on solid research." (Kevin Ryan, director emeritus, Boston University Center for the Advancement of Ethics and Character)

"This is perhaps the best written guide for parents and educators concerned with the deep character and moral intelligence of their children or students. It is wise, literate, and valuable." (Peter Scharf, director, Center for Society, Law and Justice at the University of New Orleans and author, *Growing Up Moral*)

"Michele Borba articulates the core traits that build and promote responsible citizenship among the young and old alike. Creating safe schools begins with responsible behavior. Dr. Borba explains in clear, concise,

and effective ways how to make that happen. Her book is a 'must read' for parents, educators, and community leaders." (Ronald D. Stephens, executive director, National School Safety Center)

"(Written) with confident authority and providing good, current references...The book is...similar to Borba's own Parents Do Make a Difference (Jossey-Bass, 1999)...this is not a quick fix but a way of living...if more people mastered these traits, the world would be a different and better place. Recommended for larger public libraries." (Library Journal, July 2001)

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## **Users Review**

### **From reader reviews:**

#### **Mark Carter:**

Have you spare time to get a day? What do you do when you have considerably more or little spare time? Sure, you can choose the suitable activity to get spend your time. Any person spent their particular spare time to take a stroll, shopping, or went to the actual Mall. How about open or perhaps read a book entitled Building Moral Intelligence: The Seven Essential Virtues that Teach Kids to Do the Right Thing? Maybe it is to become best activity for you. You know beside you can spend your time along with your favorite's book, you can cleverer than before. Do you agree with their opinion or you have additional opinion?

#### **Joseph Tucker:**

Now a day those who Living in the era everywhere everything reachable by match the internet and the resources included can be true or not involve people to be aware of each info they get. How people have to be smart in getting any information nowadays? Of course the answer is reading a book. Reading through a book can help men and women out of this uncertainty Information specially this Building Moral Intelligence: The Seven Essential Virtues that Teach Kids to Do the Right Thing book since this book offers you rich details and knowledge. Of course the info in this book hundred pct guarantees there is no doubt in it you may

already know.

**Frank Bullard:**

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**Erick Graf:**

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