

# Parents told how to motivate kids, prepare them for success

By **WILLIAM MCGEE**  
Herald Staff Writer

A woman whose job is to motivate the business world shared her secrets of success with parents at Hollywood Hills Elementary School on Wednesday night.

In a two-hour seminar, Susan Collins encouraged parents to become role models of success for their children and offered strategies for motivating children from her anecdote-filled book, *Our Children Are Watching*.

"Love is not enough," said Collins, a management consultant. "We also have to know these skills. If we don't, we can make mistakes that will ruin our children's lives."

Forty-seven parents attended the seminar, presented by the Parent-Teacher Association.

Though *Our Children Are Watching* is geared to parents, the strategies offered are the same ones that help managers, parents or anyone else attain their own goals, Collins said.

Her message to parents: Want successful kids? Be successful yourself.

Collins, who lives in North Miami, has two grown daughters, Margaret Chaneles, a radiologist at Jackson Memorial Hospital in Miami, and Cathy Rosenberg, a medical sales specialist, who has decided to stay home with her 4-year-old son, Dylan.

"She's got the right notion," said Assistant Principal Becky Brito afterward. "Our children are watching us because they look to us to be role models."

Some parents especially appreciated Collins' point about often-overused "negative commands." Instead of saying "Don't drop that plate," you could say "Hold that plate tightly," she suggested.

Negative commands don't work because the brain interprets them as positive, Collins, 56, said.

"It's like telling someone to not think about a hot fudge sundae."

Laura Kastner of Hollywood said she and her

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**SUSAN COLLINS,**  
management consultant

husband were hopeful that Collins' ideas would help solve "behavior problems" with her sons, 3 year-old Steven and Mark, a first-grader at the school.

"I'm going to institute the program. I know my faults," Kastner said. "We do exactly what she was talking about. We tell them: Don't do this. Don't do that."

Jean Stanway, a Hollywood mother of four, agreed. "I'm going to make sure I talk positive to my kids instead of harping on the negative. I hate to admit it, but I do that."

Collins' strategies were gathered in her 30 years of "teaching success," including more than 15 years as a researcher studying successful people and the past 15 years as a consultant to major companies such as American Express and IBM.

In an interview, she said she decided to help parents because she got lots of questions from managers she trained about their home life.

"They would ask me, 'Do you think what you're telling me would work for my kid?'" she said.

The 270-page book, released in August, has sold 5,000 copies and is in its second printing, said a spokeswoman for Barrytown Ltd. in Barrytown, N.Y. It costs \$19.95.

For more information, call Collins' company, *Our Children Are Watching*, at 892-2702.

"The point is for parents to live their dreams and for kids to see us living our dreams," Collins said.

## HONOR ROLL

Oakridge Elementary School Honor Roll:

Fourth Grade Principal's Honor Roll: Pedro Currel, Remona Deen, Eric Duplissa, Melanie Levv,

Ellero, Kathleen Becker, Matthew Engel, Erik Gruber, Ana Mercea, Kim Valeo, Ashley Watson, Patricia Cartagena, Jose Salazar, Cindy Silva, Ale-