

Talentum

VALUES AND EMOTIONAL EDUCATION PROGRAM

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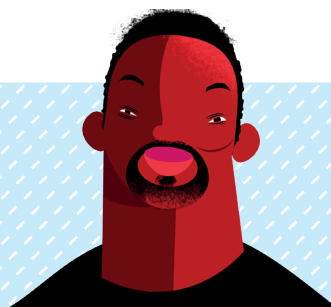


VOGA
EDITORIAL

Description

Talentum

The *Talentum* program focuses on values and emotional education through 15 real-life cases and activities, aiming to inspire teenagers to uncover their talents, manage their emotions, and pursue personal growth. Using engaging formats like YouTuber stories, songs, interviews, videos, reports, talks, and advertisements, students will discover and reflect on values such as dignity, respect, resilience, self-esteem, strength, and friendship.



Stories of overcoming challenges.

A wide variety of learning resources.

Diverse teaching methodologies.

**Three dimensions of the individual:
Head, Heart and Hand.**

Case study methodology.

Components

5 Student books
for Secondary Education.

+ **25 Sessions**
each lasting 50 minutes.

+ **11 Tools**
emotional education.

+ **3 Dimensions**
Head, Heart, Hand.

+ **1 Online platform**
with resources for the teacher.

+ **16 Stories**
about personal growth.

+ **22 Methodologies**
group and individual.

+ **1 Blog specialized**
in values and emotional education.



In figures

Methodologies

The key to the program centers around engaging students' interests by connecting them with stories of famous or anonymous individuals. These personal stories of growth and success are used as a starting point for students to reflect on how values apply to their everyday lives. Additionally, it incorporates a range of learning methodologies.

Each unit employs various active teaching techniques, both individually and in groups, including:

- 01** **Role-play**
- 02** **Dialog**
- 03** **Debate**
- 04** **Round table discussions**
- 05** **Scriptwriting**
- 06** **Simulations**
- 07** **Case study analysis**
- 08** **Interview with the character**
- 09** **Self-interviews**
- 10** **Tests**
- 11** **Tools**
- 12** **Diary**
- 13** **Timelines**
- 14** **Checklist**
- 15** **Concept map**
- 16** **Letter/message writing**
- 17** **Coaching**
- 18** **Question-answer**
- 19** **Decalogue**
- 20** **X thread**

Activities

Emotional education

We build emotional intelligence through
5 core areas and **11 practical tools**:



EMOTIONAL
EDUCATION

5 BLOCKS

- **Self-awareness**
- **Self-esteem**
- **Regulation and selfcontrol**
- **Social skills and virtues**
- **Life and world skills**



11 TOOLS

First aid kit

Students find the “medicines” and “remedies” to deal with painful situations, heal emotional wounds and learn to be happy despite challenges.

Diary

Writing down daily thoughts and emotions helps students gain better self-awareness.

Worry Box

Students can learn to manage their anxieties, put them aside for a while, and dedicate a set time of day to finding solutions to overcome them.

Domino effect

Teaching students how to break the cycle of negative thoughts caused by anger or impulsiveness.

My playlists

Identifying what empowers or hinders them, allowing them to activate the positive and manage the negative.

Back to the future

Students travel in time to gain a perspective from the future, of how they should face present challenges.

My GPS

Offers guidance and direction on how to stay focused on life goals.

Be the Scriptwriter of your life

Encourages students to rewrite parts of their daily life to create a better future.

Friends

A guide to recognizing healthy friendships and distinguishing them from toxic ones. s.

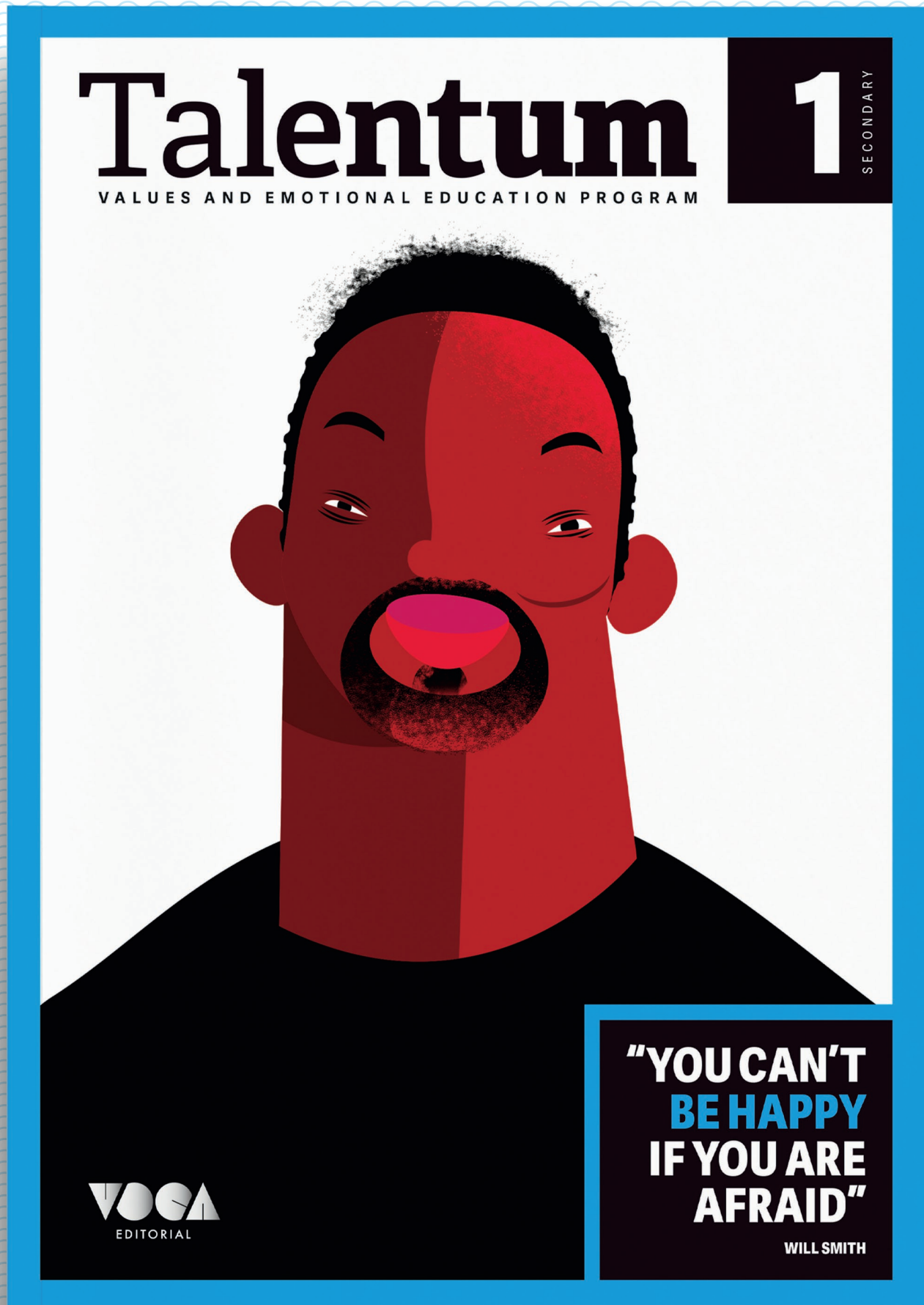
I never told you

Students can express anything they are keeping inside: giving thanks, asking for forgiveness and showing affection.

My favorites

Students identify what is most valuable to them so they can protect and care for them.

Book covers



978-84-18732-74-4

TALENTUM 1

CONTENTS

U1

Am I worth it?

DIGNITY
Regina Carrot. Video YouTuber
Pág. 10

U2

Do I let other people's
opinions influence
me too much?

SELF-AWARENESS
Taylor Swift. News
Pág. 18

U3

How do I want
to use my talents?

TALENT
Pablo Pineda. Interview
Pág. 26

U4

Do I maintain a positive
attitude when facing
challenges?

HOPE. JOY
John Hudson. Testimony
Pág. 30

U5

Am I happy with
who I am?

SELF-ESTEEM
The Butterfly Circus. Short film
Pág. 38

U6

Do I accept myself
as I am?

ACCEPTANCE
Ed Sheeran. Interview
Pág. 46

U7

Do I stick to my own
principles within a
group?

GROUP INDEPENDENCE
Tube 2000. Video
Pág. 50

U8

How much effort
do I put in?

STRENGTH. EFFORT
Daniel Caverzaschi. Report
Pág. 58

U9

Do I control my fear or
does it control me?

SELF-CONTROL
Will Smith. Video
Pág. 66

U10

Can I tell who a good
friend is?

FRIENDSHIP
Bars and Melody. Song
Pág. 70

U11

Am I kind to others?

KINDNESS
Social experiment. Video
Pág. 78

U12

Do I value the
important people
in my life?

BONDING
Orange. Advertisement
Pág. 86

U13

Am I responsible, and
do I take care of those
who need me?

RESPONSIBILITY
Angelina Jolie. Interview
Pág. 90

U14

Am I optimistic?

RESILIENCE
Desirée Vila. Report
Pág. 98

U15

Do you learn from
my mistakes?

POSITIVE ATTITUDE
One Voice Children's Choir. Song
Pág. 106



and contents

TALENTUM 2	CONTENTS	
U1 Who do I want to be? FREEDOM Nick Vujicic. Testimony Pág. 10	U6 How can I overcome my insecurities? SELF-ESTEEM, OVERCOMING INSECURITIES Berta Pim. Video YouTuber Pág. 46	U11 Do I appreciate what I have? HUMILITY, GRATITUDE AAA CANCER. Advertisement Pág. 78
U2 Do I compare myself to others, or do I accept and love myself as I am? ACCEPTANCE, BEAUTY Lizzie Velásquez. Interview Pág. 18	U7 How do I deal with problems in my life? RESILIENCE, STRENGTH Marcelo Lusardi. Report Pág. 50	U12 Am I grateful for life? HAPPINESS, ACKNOWLEDGMENT Bars and Melody. Song Pág. 86
U3 Am I making the most of my life? RESPONSIBILITY Zendaya. Interview Pág. 26	U8 Am I too afraid of making mistakes? TALENT, PERSEVERANCE Christian Gálvez. Talk Pág. 58	U13 Do you care about others? GENEROSITY José Andrés Puerta. News Pág. 90
U4 Am I happy? SELF-CARE Aintzane Gorria. News Pág. 30	U9 How much effort am I willing to put in to achieve my goals? EFFORT Ricky Rubio. Interview Pág. 66	U14 Do I have a positive attitude? ATTITUDE, FREEDOM Victor Küppers. Talk Pág. 98
U5 Do I accept myself as I am? ACCEPTANCE, JOY Miriam Fernández. Talk Pág. 38	U10 Am I a good friend? FRIENDSHIP Manuel Carrasco. Song Pág. 70	U15 Am I able to forgive from the heart? FORGIVENESS Regina Carrot. Video YouTuber Pág. 106



978-84-18732-76-8

TALENTUM 3		CONTENTS
U1 Do I trust my talents? CONFIDENCE, TALENT Lytoa. Video YouTuber Pág. 10	U6 How can I shield myself from hurtful attacks on social media? SELF-ESTEEM, SELF-CARE Charli and Dixie D'Amelio. Video Pág. 46	U11 Do I have time for others? GENEROSITY Pau Gasol. Report Pág. 78
U2 Am I really ME on social media? AUTHENTICITY Orange. Video Pág. 18	U7 How do I handle my setbacks and failures? LEARNING TO PLAY, IMPROVE Ricky Rubio. Talk Pág. 50	U12 Do I focus my time on what truly matters? PRIORITIZING, BONDING IKEA. Advertisement Pág. 86
U3 How can I move past a painful moment in my life? LOVE, RESILIENCE Paz Padilla. Interview Pág. 26	U8 How hard do I work to achieve my goals? STRENGTH Toni Nadal. Testimony Pág. 58	U13 Do I know how to resolve conflicts? PEACE, CONFLICT RESOLUTION Ibn Ali Miller. News Pág. 90
U4 Am I able to accept myself just the way I am? ACCEPTANCE Soyamante.org. Advertisement Pág. 30	U9 Do I need alcohol to have fun? SELF-CONTROL Arkano. Video Pág. 66	U14 Can I keep going when things don't go as planned? FLEXIBILITY, RESILIENCE Bethany Hamilton. Report Pág. 98
U5 Am I using my social media wisely? PRIVACY Selena Gómez. News Pág. 38	U10 Do I treat others with respect? RESPECT, FORGIVENESS Radio Gaga. Interview Pág. 70	U15 Do I appreciate my friends? FRIENDSHIP Jarabe de Palo. Song Pág. 106



978-84-18732-78-2



978-84-18732-80-5

TALENTUM 4	CONTENTS
U1 Who am I really? PERSONAL IDENTITY Lylos. Video YouTube Page 10	U6 How can I be happy? HAPPINESS Albert Espinosa. Talk Page 46
U2 Am I being authentic on social media? AUTHENTICITY. TRUTHFULNESS Netta. Interview Page 18	U7 What are my dreams? TALENT Jordi Sierra i Fabra. Testimony Page 50
U3 Am I grateful? GRATITUDE Regina Carrot. Video YouTube Page 26	U8 Am I in control? RESPONSIBILITY. SELF-CONTROL Demi Lovato. Documentary Page 58
U4 How can I overcome my insecurities? SELF-ESTEEM. MODESTY Serena Williams. Interview Page 30	U9 Do I make excuses for not having accomplished something? EFFORT Toni Nadal. Talk Page 66
U5 How do I accept myself as I am? SELF-RESPECT Luciana Del Águila. Video YouTube Page 38	U10 How can I handle my worries? SELF-CONTROL. RESTRAINT Zayn Malik. News Page 74
	U11 Who are the most important people in my life? LOVE. BONDING Generation 2015. Advertisement Page 78
	U12 Do I help others? GENEROSITY Jessica Fernández. Talk Page 86
	U13 Do I have good friends? FRIENDSHIP Ducktape. Video Page 94
	U14 How can I move past the worst moment of my life? POSITIVITY Teresa Perales. Interview Page 98
	U15 How can I keep going when everything feels hopeless? RESILIENCE Álvaro Trigo. Report Page 106



978-84-18732-82-9

TALENTUM 5	CONTENTS
U1 What am I like? PERSONALITY Familias.com. Post Page 10	U6 What happens if I go out and don't drink? RESPONSIBILITY. SELF-CONTROL Theobjective.com. Testimony Page 42
U2 Do I respect people? RESPECT Fundación Prevent. Advertisement Page 18	U7 Am I working on my talents? EFFORT. TALENT Luzu. Video YouTube Page 50
U3 Who am I? Who do I want to be? AUTHENTICITY Motivation Madness. Video Page 26	U8 Could you live without social media? GROUP INDEPENDENCE Tristan Harris. Interview Page 58
U4 What is success for me? HAPPINESS. SUCCESS Matthew McConaughey. Talk Page 30	U9 Do I control my worries or do they control me? SELF-CONTROL. RESTRAINT Chris Evans. News Page 66
U5 How do I react to criticism? CRITICAL THINKING. SELF-CARE Sophie Turner. Interview Page 38	U10 Do I choose to forgive? FORGIVENESS Irene Villa. Interview Page 70
	U11 Do I know how to work in a team? TEAMWORK. COOPERATION Josef Ajram. Talk Page 78
	U12 How do I know if I have a toxic friendship? FRIENDSHIP Regina Carrot. Video YouTube Page 86
	U13 How am I happier: giving or receiving? EMPATHY. SOLIDARITY Cate Blanchett. Testimony Page 90
	U14 Do you plan or just dream? HOPE Enhamed Enhamed. Hope Page 98
	U15 Do I enjoy every day of life? LOVE. ACKNOWLEDGMENT Mayte García. Interview Page 106

Resources

Each unit uses a real story as a case study, presented in various formats such as interviews, YouTuber videos, songs, documentaries, talks, advertisements, or testimonies, news articles, reports, posts or short films.



VIDEOS

U3
SESSION 1
TALENT / AUTHENTICITY

VIDEO

BE YOURSELF

Talent: Authenticity

Watch the video on YouTube: <https://cutt.ly/JdW0Q7>

Who am I? Who do I want to be?

U3
26

U3
27

SESSION 1 / CASE STUDY

#Iamauthentic

▶

The truth is that you'll never be happy if you're not true to yourself. You won't live the life you dream of by conforming to someone else's expectations. Changing who you are just to fit in will never bring happiness. Until you fully accept yourself, you will only develop a small fraction of your potential. It's impossible to be happy if you're not truly yourself.

You must be yourself if you want to fulfill your true purpose in life. If you are different, be different. Embrace it and live it proudly. If others don't like it—even if a lot of people don't like it—who cares? They're not meant for you. You will find right people when you show your true self.

There will always be someone more attractive, smarter, stronger, richer, or younger—but there will never be another you. Kurt Cobain once said: "I would rather be hated for who I am than loved for who I am not." And the truth is the right people for you will not hate you for being real. Being true to yourself is the best filter: it will quickly sort out those who are not right for you, and at the same time, reveal those who are.

Bob Marley once said: "The problem is that people hate people who are real, while they love people who are fake." Realness real and detests fake. What kind of people do you want to attract: fake or real? Fake people or real people?

Being yourself will ensure you attract the right people. No matter what you've been through, who hurt you, or what you think—be yourself, and be kind to others. If you do, life will turn out better than you could imagine. If you don't, life will be more difficult because living with a mask obscures your true self.

Trying to fit in won't work, and pretending to be someone else for others' approval won't make you truly happy either. You may feel like you fit in on the outside, but inside you will never be satisfied. You won't be happy. Repeat to yourself every day: "I am different, and that is my greatest strength." "I am unique, and that makes me wonderful." There is no one else like me on the planet. "I am grateful for who I am and what I'm achieving."

In short: "I am committed to being my true self, and I know it's only a matter of time before the right people enter my life." Remember: Those who are meant to be in my life will love and support the real me. No more fake people, and no more fake versions of myself. I will hold my head high and stay true to the goals I've set for myself. I am different, and that's my greatest treasure. I am me, and that's my greatest gift. I am different, proudly different.

If you are different, be different.

Source: YouTube channel Motivation Madness (2018), Focus On Yourself And Not Others (One of the Best Speeches Ever). Adapted version.

27



NEWS ARTICLES

U9
SESSION 1
TALENT / SELF-CONTROL

NEWS

Chris Evans and the panic attacks that almost ended his career

Talent: Self-control, Temperance

CLAUDIA GARCIA
Updated: 20/05/2020, 11:53

Do control my worries or do they control me?

U9
66

Chris Evans is possibly one of the most admired men on the planet. For nearly a decade, the 38-year-old actor has portrayed one of the Marvel Cinematic Universe's most beloved superheroes: Captain America. Attractive, successful and kind, Evans has never shied away from being emotionally open, and once again, he did just that. In a [shortly after](#) [interview](#), he [nearly](#) [made](#) him walk away from acting altogether.

In fact, Evans confessed that he was very close to turning down the role that made him world famous—Captain America. In the interview, he explains: "My worry was: if this movie is a success, and it changes my life, and I don't handle it well, I won't have the option to say, 'Okay, everyone, I'm going home now, or I'm quitting acting.' At that time I was signing on for six films, which could stretch over ten years of my life. I had to make a decision that would affect the next ten years!"

Indeed, after filming the sequel to *Fantastic Four* in 2007, Evans entered a phase of extreme insecurity and anxiety. "At that point, [I wasn't really in control of the loss of control](#) that came with being locked into six movies. That loss of control really scared me."

Things got even worse a few years later, during the filming of *Puncture*. "It was the first time I started having mini panic attacks on set," he recalled. "I began to think: 'I'm not sure this is for me, I'm not sure I'm feeling the way I should.' [Rumors began when you care deeply about something](#). For example, when you're auditioning for a role that your entire career and life depend on, or when you're trying to build something, and it doesn't go as planned. In order to get any movie role, you face dozens of rejections, and that can be tough. You start putting a lot of pressure on yourself. Sometimes, you have great, solid auditions. But there

are other times when it feels like you've forgotten how to act, and the ground shakes beneath your feet every time you walk into an audition room."

Marvel's offer for him to play Captain America put Evans under enormous pressure, particularly because his contract required him to do six films. [His doubts were so strong that he admits he almost said no](#), refusing several casting calls.

"I asked the people in my life what they thought I should do. Everyone told me I should take the role. I also started going to therapy for anxiety because there were certain experiences and pressures—especially those tied to the Marvel responsibilities—that triggered my anxiety." Fortunately, he decided to be brave and accept the role. "Something started to change in me. [I began to think that maybe the thing I was most afraid of was the very thing I should be](#)

U9
67

SESSION 1 / CASE STUDY

NEWS

"ALL THE THINGS I FEARED NEVER REALLY HAPPENED"

[being](#) Maybe that was what I needed to push myself toward. It started to make sense to me. There were hurdles—the script moment was hard, and the first few weeks of filming really tested my nerves. "Have I made the right decision?" I wondered. But now, looking back, I know that I did."

Now, he couldn't be happier with the decision he made. "It's the best decision I've ever made, and I really owe it to Kevin Feige (Marvel's production president) for being persistent and helping me avoid making a huge mistake. To be honest, [all the things I feared never actually happened](#)."

Source: [Interview with Chris Evans](#) (2019), [Chris Evans and the panic attacks that almost ended his career](#), with origins from the YouTube channel Motivation Madness (2019), [Chris Evans' advice for people with anxiety and depression](#). Adapted version.

67

OVERCOMING DEPRESSION SOPHIE TURNER

Sophie Turner, an English actress known for her role in *Game of Thrones* in which she acted from the age of 13 until 2019. Her role in the series brought her several awards and much recognition, but also much pain. She opens up in this podcast with Dr. Phil about how negative comments on social media affected her mental health.

Talent: Critical Thinking, Self-care

Watch this interview on YouTube: <https://bit.ly/3649u4t>

Question. Are you considered a mental health advocate? Do you enjoy being part of that world?
Answer. Yes, and since I was very young. Mental health has always been a big concern in my family. I've been dealing with depression for about five or six years.

Q. What has been your biggest challenge?
A. The hardest part for me was just getting out of bed and leaving the house.

Q. You're 23, right?
A. Yes. I don't think I had any mental health problems until I was about 17. And then, suddenly, it all hit me.

Q. Do you think there was something specific that triggered this?
A. All my friends went off to university, but I was already working and still living at home with my parents. That made me feel really lonely.

Q. But at 17, you had already been in *Game of Thrones* for four years. Had you experience depression before?
A. I started spiraling downward when I hit puberty. I was gaining weight, and that's when all the pressure and scrutiny on social media started too. That's when I realized it was starting to affect me.

Q. Did social media cause your depression?
A. I think it definitely acted as a catalyst. You get lots of positive comments but you ignore them. Just one negative comment, and you're crushed.

Q. What did people say that bothered you?
A. My character in the series is called Sansa. And people would say things like, "Oh Sansa gained a kilo" or "Sansa needs to lose a kilo." There were always a lot of comments about my weight. Or as a teenager with acne—which is totally normal—I got a lot of comments about my skin and weight, and a lot of people saying I wasn't a good actress.

Q. And how did you respond to that?
A. I believed it. I'd say, "Yes, I have a lot of acne, I'm fat. I'm a bad actress."

Q. How did it impact you when you went back on set the next day?
A. Well, I'd ask them to tighten my corset. I became very very insecure and obsessed over the angles of my face—because I have a big nose. It affected my creativity so much that I couldn't stay true to the character because I was too worried about 'Sophie'.

Q. When you say you were depressed, how did that show in you?
A. I didn't even want to leave the house or see my



best friends. I have a friend who acts with me, Maisie Williams. She's a year younger than me, and we grew up together during those years. She was my best friend, and she was the only one I really opened up to about this.

Q. During breaks, did you stay in your room?
A. Yes, yes. Maisie and I would stick together. I think our friendship at the time was somewhat destructive because we were going through the same struggles. When we left the set, we'd stop at a grocery store and then go back to our room to eat in bed. For a couple of years, we didn't socialize with anyone except each other.

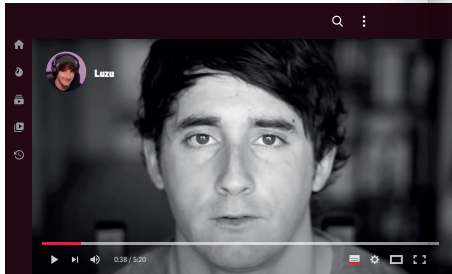
Q. Did it never cross your mind that 99% of the posts in the world would love to be like you about?
A. I consider myself incredibly lucky, but I didn't see myself as worthy of anything I was doing.

Q. How do you deal with that in your relationship with Joe Jonas?
A. I think I handled it well. I know he doesn't judge me, and he's seen me at my worst. Having someone tell you they love you every day makes you think about why they do, and it helps you love yourself a little more. So yes, I love myself.

Q. Someone like you, who is a role model for your generation and talks so openly about mental health issues, can save thousands of lives this year.
A. That's exactly what I hope for: to talk about it and be honest. That's the result I want—to encourage people to feel less alone and to talk to someone about their problems.

Source: *British and American Daily Mail (2019). "Sophie Turner opens up about her battle with depression and how social media was a 'catalyst' in 2019 in three blocks' podcast. Adapted version.*

INTERVIEWS



THE ROAD TO SUCCESS. LUZU

Borja Luzuriaga Vázquez, known as Luzu, is a popular Spanish YouTuber. He's gained millions of followers with his videos about video games and, more importantly, by sharing how he pushes himself to improve and become a better person. In this video, which is one of his most personal, Luzu reflects on success and effort.

Talent: Effort, Talent

Watch this video on YouTube: <https://bit.ly/2WPr8d1>

Almost every day I get messages from people saying "I have to pick a major, but I don't know what to do." "I want a successful job that makes money but I don't know which career has the best opportunities." This is the first step toward failure. What do you want to do? What are you passionate about? You see people in suits with money and high-pressure jobs and think that's success? That's not success. All you really want, in that case, is money. I can't help you there because, let me be honest, everybody wants money. That doesn't make you special.

Now, there are some people who do have goals, dreams, and aspirations, but they keep making excuses. "I don't know enough." "The economy is bad." "I don't have any money to start this project." "I don't have resources." That's all nonsense. The most valuable resource you need for any project is right here in your head. Do you know why people with ideas get paid so much? Because you can't mass-produce ideas. It doesn't matter how much

goal, and how much am I willing to give to reach it? That's something you'll have to keep reminding yourself of constantly in order to make it happen. Along the way, competition will be fierce.

So stop blaming everyone around you for your lack of success. Stop thinking you're just unlucky. Stop believing the universe is against you, or that someone out there is determined to stop you from achieving your goals. If you want something, go for it. Do everything in your power—every hour, every day, every week—to make it happen.

Let go of the negativity and stop making excuses for staying in your comfort zone. Stop telling yourself you'll do it later. And most importantly, have lots of patience. Always. No matter what you're doing, patience is key. Movies, with their 30-second montages showing months passing and people achieving something, have tricked us into thinking we can reach our goals in just a few days. And if we don't, it's a sign we should give up because it's not working. The truth is, things take a lot of time

"ALL IT TAKES IS JUST ONE MOMENT OF BOLDNESS, 'I'M GOING TO DO IT'"

money someone has. Money can never generate the brilliant ideas that your mind can come up with while sitting in an empty room.

But don't fool yourself into thinking that success is just an idea or a dream. Someone very wise once said, "Success is 1% inspiration and 99% perspiration," meaning effort. In other words, hard work beats talent when talent isn't working hard. There's a common misconception: not knowing how to distinguish between talent and skill. Talent is something you're born with. Skill, however, is something you develop with determination and countless hours of dedication. No matter how much talent you have, it will let you down if you don't work on your skills. Many incredibly talented people rest on that talent and don't succeed in their field because talent alone is not enough.

You have to pause and ask yourself: How much do I want this? How badly do I want to achieve this

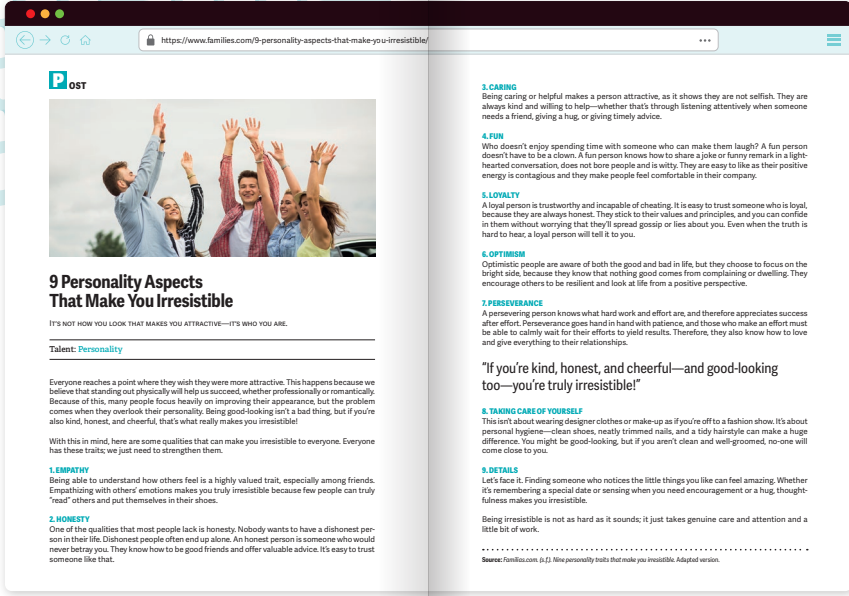
and a lot of effort. If you're not willing to put in that time and effort, you're not going to make it. You'll be stuck thinking, "I could have done it," but you never actually did.

Someone I greatly admire said in an interview, "Don't try to build a wall. Don't tell yourself, 'I'm going to build the biggest, most impressive wall ever built.'" Instead, say, "I'm going to lay this brick as perfectly as a brick can be laid," and do that every day. That's how you build a wall.

I understand that sometimes it's hard, and making certain decisions can feel overwhelming because there are always so many factors involved. But really, all it takes is just one moment of boldness—one moment where you say, "I'm going to do it," and commit to it.

Source: *LinkedIn (article shared 2018). The road to success. Adapted version.*

YOUTUBER VIDEOS



9 Personality Aspects That Make You Irresistible

IT'S NOT HOW YOU LOOK THAT MAKES YOU ATTRACTIVE—IT'S WHO YOU ARE.

Talent: Personality

Everyone reaches a point where they wish they were more attractive. This happens because we believe that standing out physically will help us succeed, whether professionally or romantically. Because of this, many people focus heavily on improving their appearance, but the problem comes when they overlook their personality. Being good-looking isn't a bad thing, but if you're also kind, honest, and cheerful, that's what really makes you irresistible.

With this in mind, here are some qualities that can make you irresistible to everyone. Everyone has these traits; we just need to strengthen them.

1. EMPATHY
Being able to understand how others feel is a highly valued trait, especially among friends. Empathizing with other emotions makes you truly irresistible because few people can truly "read" others and put themselves in their shoes.

2. HONESTY
One of the qualities that most people lack is honesty. Nobody wants to have a dishonest person in their life. Dishonest people often end up alone. An honest person is someone who would never betray you. They know how to be good friends and offer valuable advice. It's easy to trust someone like that.

3. CARING
Being caring or helpful makes a person attractive, as it shows they are not selfish. They are always kind and willing to help—whether that's through listening attentively when someone needs a friend, giving a hug, or giving timely advice.

4. FUN
Who doesn't enjoy spending time with someone who can make them laugh? A fun person doesn't have to be a clown. A fun person knows how to share a joke or funny remark in a light-hearted conversation, does not bore people and is witty. They are easy to like as their positive energy is contagious and they make people feel comfortable in their company.

5. LOYALTY
A loyal person is trustworthy and incapable of cheating. It is easy to trust someone who is loyal, because they are always honest. They stick to their values and principles, and you can confide in them without worrying that they'll spread gossip or lies about you. Even when the truth is hard to hear, a loyal person will tell it to you.

6. OPTIMISM
Optimistic people are aware of both the good and bad in life, but they choose to focus on the bright side, because they know that nothing good comes from complaining or dwelling. They encourage others to be resilient and look at life from a positive perspective.

7. PERSISTENCE
A persevering person knows what hard work and effort are, and therefore appreciates success after effort. Perseverance goes hand in hand with patience, and those who make an effort must be able to calmly wait for their efforts to yield results. Therefore, they also know how to love and give everything to their relationships.

8. TAKING CARE OF YOURSELF
This isn't about wearing designer clothes or make-up as if you're off to a fashion show. It's about personal hygiene—clean shoes, neatly trimmed nails, and a tidy hairstyle can make a huge difference. You might be good-looking, but if you aren't clean and well-groomed, no one will come close to you.

9. DETAILS
Let's face it. Finding someone who notices the little things you like can feel amazing. Whether it's remembering a special date or sensing when you need encouragement or a hug, thoughtfulness makes you irresistible.

Being irresistible is not as hard as it sounds; it just takes genuine care and attention and a little bit of work.

Source: *Familias.com (n.d.). Nine personality traits that make you irresistible. Adapted version.*

POSTS



What is success for me?

U4

30

TALK

SUCCESS

MATTHEW MCCONAUGHEY

Matthew McConaughey is an American actor and film producer. He has appeared in more than forty films and won an Oscar and a Golden Globe for his role in *Dallas Buyers Club*. However, his contributions extend beyond acting; he also established a foundation and gives motivational talks. In this speech, he reflects on success in life and how to sustain it.

Talent: Happiness. Success

Watch this talk on YouTube: <https://bit.ly/3kISdVp>

I'm going to tell you about some things I've learned throughout my career.

Number 1. Life is not easy

It isn't; don't try to make it easy. Life is not fair—it never was, it isn't now, and it never will be. Don't get caught up in thinking you're entitled to feel like a victim. You're not. You have to rise above it and keep moving forward. And yes, many things will feel much more rewarding when you've worked hard for them.

Number 2. "Incredible" is the stupidest word in the dictionary

It should never have entered our vocabulary. Think about it for a moment. We say: "What an incredible game!" or "It was an incredible movie," "an incredible act of bravery"... Really? It may be "spectacular," "phenomenal," "excellent," "outstanding," but "incredible"? [Is it really impossible to believe?] No, it's not. Give others and yourself more credit. You saw it happen. You did it. Believe it.

In short, recognize the greatness of human potential and don't underestimate it, but don't be naive about human capacity for wrongdoing either. Happiness is an emotional reaction to an outcome. If I succeed, I'll be happy; if I fail, I won't. This cause-and-effect relationship is unsustainable because we tend to raise the stakes and demand more with each success. Happiness depends on achieving a specific result. But I'm telling you, if you chase happiness this way, you'll often be disappointed and unhappy. Joy, on the other hand, is different. Joy isn't a choice or tied to a particular outcome. It's a constant presence. Joy is the feeling we experience when we do something we love, something that excites us, no matter the result.

As an actor, I became happier and enjoyed my profession more when I stopped trying to make my work have a certain purpose, like having a film succeed at the box office or getting recognition for my performance. These aspirations are reasonable, but once I started seeing the process of filmmaking as the reward itself, I earned more accolades and respect than ever before. Do you see the difference? Joy is always in progress. It's something we build, and we get closer to it by pursuing what excites and fulfills us.

Number 3. Define success for yourself

We all want to be successful, right? So, the question we should be asking ourselves is: What is success for me? Is it having more money? I've got nothing against money. Maybe success means having a healthy family, a happy marriage, helping others, becoming famous, or leaving the world a little better than we found it. Don't stop asking yourself this question. Your answer may change over time, and that's fine. But do yourself a favor: whatever your answer is, don't choose anything that puts your soul at risk. Prioritize who you are, who you want to be, and don't waste time on

anything that conflicts with your character. Be brave, climb your hill, but first ask yourself this: What is my hill?

How do I define success? For me it's a combination of five things: fatherhood, being a good husband, my health (mind, body and spirit), my career, and friendships. This is what is important to me right now. I try to measure these five things every day and ask myself if I'm succeeding or failing in them. For example, sometimes my career is going well, but I notice that I need to pay more attention to my relationship with my wife. That's when I recalibrate and focus more on being a better husband. I need to keep all five aspects healthy because if I neglect any one of them, it will become weak, bankrupt, sick, or even die.

In summary, we must define success for ourselves and then work to maintain it. It takes constant effort, like tending to a garden, keeping everything that matters in good condition.

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Source: YouTube channel *Motivation Madness*. (2018). *Matthew McConaughey's Life Advice Will Change Your Future (MUST WATCH) Motivational Speech 2018*. Adapted version.



**"FIRST WE
HAVE TO
DEFINE
SUCCESS FOR
OURSELVES
AND THEN
WE HAVE TO
WORK TO
MAINTAIN IT"**



BRAINSTORMING



I believe that to succeed—and success is connected to happiness in life—you need to have clarity on what is most important to you. Once you decide to learn along the way, give meaning to your actions, and be brave, you're ready to put in the effort and work toward your success.

1. What does success mean to you? Follow these steps to complete the activity:

- **Step 1.** Brainstorm what success is with your classmates. You can share single words, phrases, or ideas; there's no need to explain them, and no one can criticize others' input.
- **Step 2.** Individually, list the words, phrases or ideas from the brainstorming session that you consider success in the "Success" column. In the "Not Success" column, write down the ones that caught your attention but don't fit your idea of success.
- **Step 3.** Then, in "Reasons" column, explain why these words or ideas define (or don't) success for you.

SUCCESS	REASONS
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.....
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.....
.....

NOT SUCCESS	REASONS
.....
.....
.....
.....
.....
.....

Now, write your own definition of success.

.....

.....

How do I define success? For me it is the combination of five things. I try to measure these five things every day



TOOLS



2. Matthew McConaughey describes success as maintaining balance in five significant areas of his life: fatherhood, marriage, health, career, and friendships. What are your five areas? List them and set both medium-term and daily goals for each. Then identify any obstacles you face in achieving those goals.

AREAS OF SUCCESS	OBJECTIVES		OBSTACLES
	Medium-term	Daily	
1.....
2.....
3.....
4.....
5.....



Continue with McConaughey's speech and write down lesson Number 4 about success in life.

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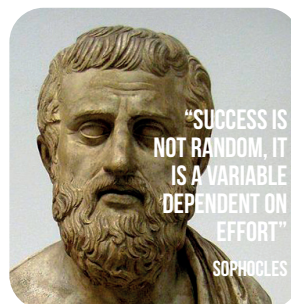
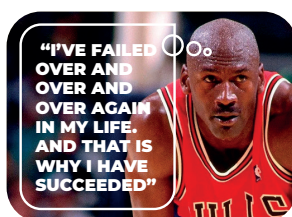
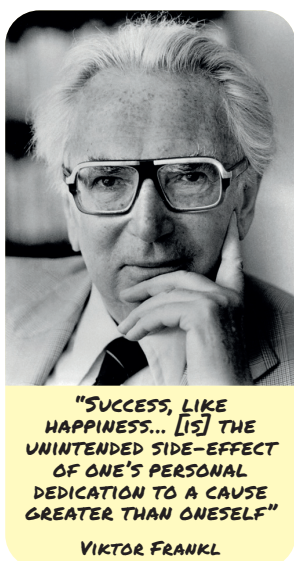
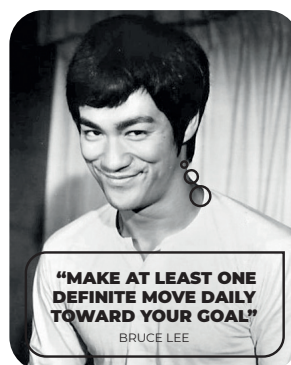
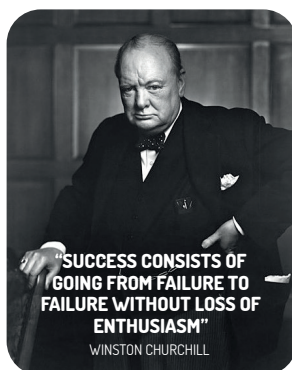
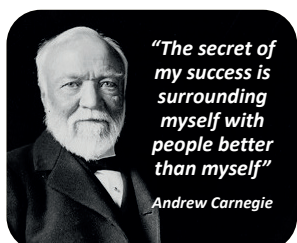
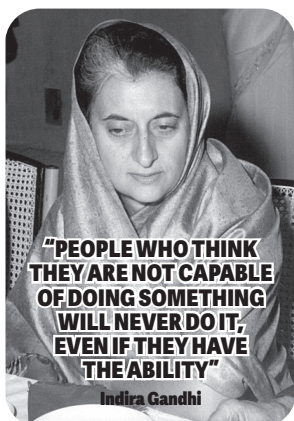
PHRASES



I want to be a famous basketball player. But I'm not sure anymore if success is playing well or being famous while playing. I looked up quotes about success online to clarify my understanding. Let's see if they help me...

For You

Inspirational Phrases



What is success for me?

U4

34



THEORY

Success and Ethics

What does success mean to you? You could think of success as happiness, triumph, accomplishments, or goals. Success is about where you focus your energy, and **where you want to be in the future**, because you believe it will make you better. Now, let's look at how success can be built.

1. STRENGTH AND COURAGE

We all have dreams and goals that we want to achieve. However, there are also **obstacles to achieving them**. We can react to these challenges in one of two ways:

1. **Victimhood.** "It's not fair," "It's too hard," "Why can't I get what I want?" These types of thoughts lead to frustration and doing nothing.
2. **Strength.** Strength is the virtue that helps us recognize and overcome obstacles, even when they feel unjust. It helps us in two ways:
 - We learn to **control the fear** that prevents us from facing problems.
 - It **boosts our confidence** in ourselves. With each obstacle we overcome, our confidence grows, and we feel capable of achieving even bigger goals.

2. DEFINING SUCCESS

No one can begin a journey without knowing where they're headed. That's why it's important to **first ask yourself** the same questions Matthew McConaughey did: "What does success mean to ME?"; "What does happiness mean?"; "What has meaning for me?". The more honest your answers are, the stronger your motivation will be.

But this can create a dilemma: **If I get the result I want, I am happy; if not, I won't be**; or: **If I get rich, famous, or popular, I'll be happy; if not, I won't**. So, is it possible to move past this thinking?

Matthew McConaughey gives us the key: success isn't only about results or external outcomes. The most important success is what happens inside of us. In other words, you might not always achieve your goals, but you will always **grow and improve during the process**. If we adopt the attitude of continuous improvement, without getting discouraged by setbacks, we'll get better and better over time.

This is why **happiness can be understood as ongoing growth** in all aspects of life, especially personal development. It's not just about achieving an external result. It's a dynamic process, as the actor says: "It's always in progress. It's something we build, and we get closer to it by pursuing what excites and fulfills us."

3. ETHICS AND PERSONAL IMPROVEMENT

What does ethics have to do with success? Actually, quite a lot. Success is tied to personal happiness, and in order to be truly happy, it's essential to maintain an ethical approach of constant self-improvement.

There are many ways to define ethics. Here, we'll understand it as a way to improve not only our own lives but also the lives of others. Think about it this way: **it turns your time into something valuable—about growing and becoming better**. Look around at the objects near you: a pen, a table, a chair. Each of these things serves a clear purpose—to make life easier. They save you time, and that's a benefit. Now imagine if they didn't exist. If there were no glasses, for example, how much time would you waste getting a drink every time you were thirsty?

The same idea applies to skills and abilities that **improve our lives and those of others**. As we develop and refine a skill, we increase our ability to improve and help others, saving both time and effort. We are able to do more and better things in less time. Virtues, too, work in a similar way: **the more we practice good behaviors, the better we become at doing them**.

We can also compare ethics to sports training. If you've never run before, you wouldn't start with a marathon, but you can increase the distance you run a little bit each day. As we improve, **we build up energy and strength**, allowing us to become fairer, more generous, and better friends. Ethics, from this perspective, isn't a final destination; it's an ongoing process of growth with no limits.

Moreover, **ethics is deeply creative**. Each situation we face in life offers us an opportunity for training and growth. Since we can always improve, we're always able to do more good. The good you don't do, no one will do for you, and there's always a chance to discover a greater good.



PROJECT



I like being creative and always striving to improve. The more you practice something, the easier it becomes, and then you can take on bigger challenges. Plus, there are always adventures along the way!

1. Review the theory and, with a partner, come up with an analogy, image, or symbol that explains what ethics is. Then, draw your idea and present it to the class.

ANALOGY ABOUT ETHICS

Out of all the analogies your classmates shared, which one did you like the most? Describe it and draw a picture.

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LET'S GO FURTHER

1. What are the consequences of strength?
2. What connection do you think exists between success and happiness?
3. Do you agree that success isn't just the final result? Why?
4. Define "ethics" in your own words.
5. Why do you think ethics is considered creative? Explain your answer.



ANALYSIS

2. Ethics is closely linked to the ability to create good and beauty in the world. Benjamin Franklin asked himself every morning: "What good can I do today?". Ask yourself this question and write down five "good actions" you can do today.

5 "good actions" I can do today

1

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2

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3

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4

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5

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Now, think bigger! Write down three projects or dreams that you would like to achieve in your life.

Three long-term projects or dreams

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Write a purpose or motto for leading an ethical and successful life.

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Rationale

1. SOCRATIC METHOD

The program starts each unit with a question that encourages deep reflection, such as: “Who am I really?”; “How do I react to criticism?”; “Do I have time for others?”; “Do I learn from my mistakes?”

These questions stimulate interest and provoke thoughtful consideration of personal qualities and talents. Each case study presents a challenging situation with multiple possible responses and solutions.

By exploring the experiences of the individuals from the case studies, students are exposed to stories of resilience and personal growth, encouraging them to reflect on and analyze their own experiences.

The Socratic method is employed to guide students through critical thinking exercises, group work, and activities that help them draw meaningful conclusions for their personal development. Ultimately, the goal is for students to learn the tools they need to respond to life's questions, grow, and fully develop their talents.

2. HEAD, HEART AND HAND

The *Talentum* program centers on the holistic development of the individual, focusing on three dimensions traditionally emphasized in educational psychology: *Head, Heart and Hand*.

Each unit is divided into three sections, with each section focusing on one of the three core areas:

- **Head:** intellectual understanding.

These are found in the “Case studies” and “Theory” sections, as they require a deep understanding of the narrative and an awareness of the characteristics of each value or talent.

- **Heart:** emotional reflection and acceptance.

These are explored through individual activities, with students as the central focus of reflection, allowing them to internalize the knowledge and experiences they are learning about.

- **Hand:** specific action.

This aspect is developed through group activities, where students simulate and recreate real-life situations and plan action projects for their environments.

3. METHODOLOGIES

The key to the program centers around engaging students’ interests by connecting them with stories of famous or anonymous individuals.

These personal stories of growth and success are used as a starting point for students to reflect on how values apply to their everyday lives. Additionally, these stories support active learning through a variety of methodologies.

- a. **Case study methodology:** Each unit begins with a story or testimony of overcoming challenges. These cases studies are read, analyzed and connected to the students’ own experiences.
- b. **Varied activities** including:
 1. Role-play.
 2. Dialog.
 3. Debate.
 4. Scriptwriting.
 5. Case analysis.
 6. Interview with the character.

7. Test.
 8. Checklist.
 9. Concept map.
 10. Letter/message writing.
 11. Coaching.
- c. **Learning by doing:** Projects, productions, and performances are designed to allow students to learn while actively creating. This hands-on approach helps them apply the lessons learned in the unit to real-life scenarios.
 - d. **Game-based and simulation learning:** Students engage with practical, relatable cases and allows them to dive deeper into their own lives and decisions.

4. MULTIPLE INTELLIGENCES

Talentum's methodological approach supports the development of various multiple intelligences:

- a. **Linguistic-verbal:** Students understand concepts and express personal experiences, thoughts, and feelings.
- b. **Logical-mathematical:** Promotes logical reasoning of theoretical content.
- c. **Visual-spatial:** Use of conceptual maps to visualize information.
- d. **Musical:** Students listen, analyze and create their own songs.
- e. **Corporal-kinesthetic:** Body expressiveness in simulations and role-play.
- f. **Interpersonal:** Develop social skills and virtues, and life and world skills.

- g. **Intrapersonal:** Focus on self-knowledge, self-esteem, and regulation of emotions.
- h. **Existencial:** Inspirational stories of personal growth.
- i. **Creative:** Original and personal projects, scripts and songs.
- j. **Collaborative:** Group dynamics.

5. COMPETENCES

The focus on selecting individual and group activities was the development of four key competencies:

- **Communication:** Vital for engaging in dialog, active listening, debating, expressing ideas clearly, offering advice, and supporting others.
- **Collaboration:** Necessary for working together on joint activities, reaching consensus, and effectively coordinating group projects.
- **Creativity:** Fostered through the creation of written and audiovisual content, as well as the graphical presentation of information in formats like conceptual maps, infographics, and murals.
- **Critical thinking:** Essential for guiding students in reasoning, analyzing information, and making decisions that impact their daily lives.



Teacher's manual

U6

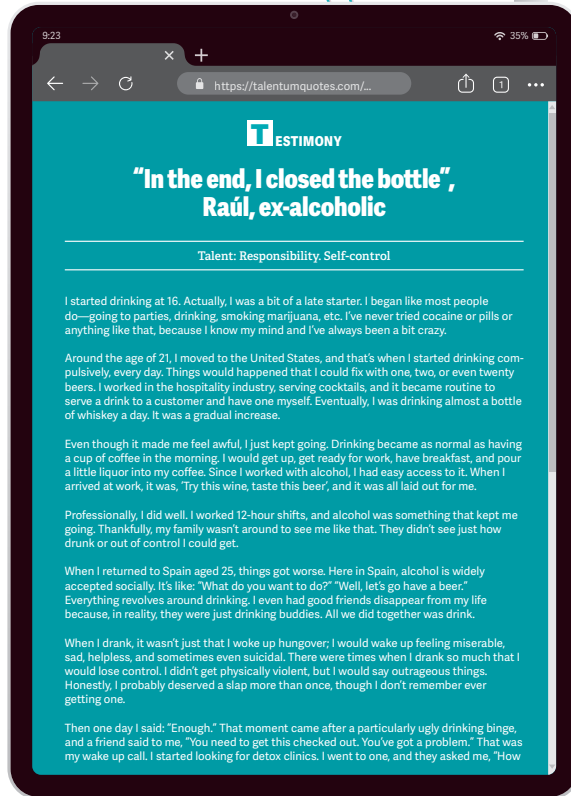
TALENT / RESPONSIBILITY

SESSION 1

What happens if I go out and don't drink?

U6

42



SESSION 1 / CASE STUDY



43

Platform

Teachers can also access both the teacher's and student's manuals **through Binklearning and Ecasals digital platforms**. On the platform, you will find both the student and teacher units, allowing you to access the content or project it in the classroom. Additionally, the platform provides **assessment tools**, rubrics, and tables for evaluating student performance, as well as **links to resources** used in each unit.

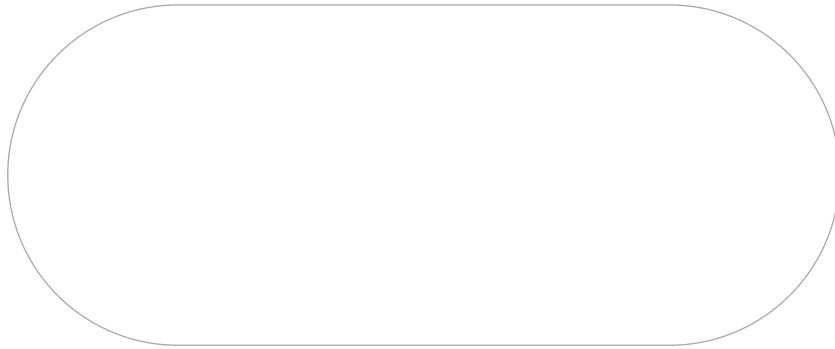


U6 What happens if I go out and don't drink?		
Objective	Talent	Focus
Students reflect on the processes of addiction, consider where they stand on it and acquire tools to prevent addiction or recover from it if necessary.	Responsibility. Self-control.	Alcohol addiction is a common issue that teenagers may encounter, whether personally or through the experiences of friends and peers. In this unit, students read the testimony of a young person who overcame alcoholism. The testimony covers how the addiction began, the point of realization, and how they began to change his habits. Through various activities, students will analyze the stages of addiction, explore reasons for drinking, and discuss ways to prevent or overcome addiction by building a responsible life plan.
Skills	Unit	
Communication, collaboration, creativity and critical thinking.	Regulation and self-control.	
SESSION 1		
Sequence		Optional discussion
Case study	10'	Before starting the activities, if you think students will want to share their experiences, you could start a brief discussion with these questions: <ul style="list-style-type: none"> • Is alcohol a drug? Why? • Do you think young people drink too much alcohol? Why? • What effects can alcohol have on young people?
Individual activity - Tool	15'	
Group activity - Debate	20'	
Closing	5'	
Total	50'	
CASE STUDY	Objective	Instructions
	HEAD: Students learn about the experience of a young ex-alcoholic, including the steps that led to their addiction and the actions taken to recover from it.	The testimony can be read individually or be divided among volunteers. Afterwards, they can discuss it out loud, using questions such as: <ul style="list-style-type: none"> • What did you like about it? What did you not like about it? • What surprised or puzzled you about it? • Have you experienced anything similar? How was it similar? How was it different? • What is the most important takeaway from this testimony?

Key points

1. The **case study methodology** is the backbone of the Talentum program, always encouraging reflection through real-life stories and active learning methodologies, where students become the main character of their own learning journey.
2. Talentum develops habits, virtues, and **emotional education** to promote the growth of students' personalities, self-esteem, individual talents, and personal improvement.
3. The program uses a diverse **range of resources**, including news articles, YouTuber videos, testimonials, advertisements, songs, talks, reports, and documentaries, all designed to address the key questions that resonate with adolescents.
4. The **conceptual and visual design** of the books are appealing and closely aligned with teenagers' interests and lives.
5. The program is also supported by a [specialized blog](#) on values and emotional education.

SALES REPRESENTATIVE



VOGA
EDITORIAL

