

A Beyonce “Live For Now” World

American teens are immersed in a culture that preaches self-gratification rather than self-control. In fact, exercising self-control is downright un-American.

Isn't that right, Pepsi?

Pepsi has launched a new marketing campaign with images of half-dressed Super Bowl queen, Beyonce, promoting the slogan: "LIVE FOR NOW." Pepsi has captured what kids in the U.S. think as cool: instant gratification.

Recent studies show that childhood self-control is the number one factor in determining adult success. Not IQ or GPA, but self-control. The data shows that kids who had the most self-control at age 11, had the highest incomes, better overall physical health, and social success at age 32.

Yet given our "LIVE FOR NOW" Beyonce mindset, it's tough on parents. Especially when other parents give in.

How do you help your 8-year-old build self-control? You say, "No dessert until you eat your vegetables." How do you build self-control in your teen? You say, "No TV, Internet, or video games until you've done your homework." Or, "No cell phone until you finish your chores."

I know, it makes you a mean parent. Be one. It's temporary. Your kids will thank you later...

However, you must teach by example. You can't expect your child to have self-control if you don't. You can't expect your child to exercise self-control if you sit at the dinner table with your cell phone. You can't expect them to be industrious if you're always looking for the easy way out. You can't expect your child to be responsible if you don't keep your word.

To be a better parent, you must set a better example.

Self-control. It's not easy to parent in a Beyonce "LIVE FOR NOW" world.

Wilson Adams