

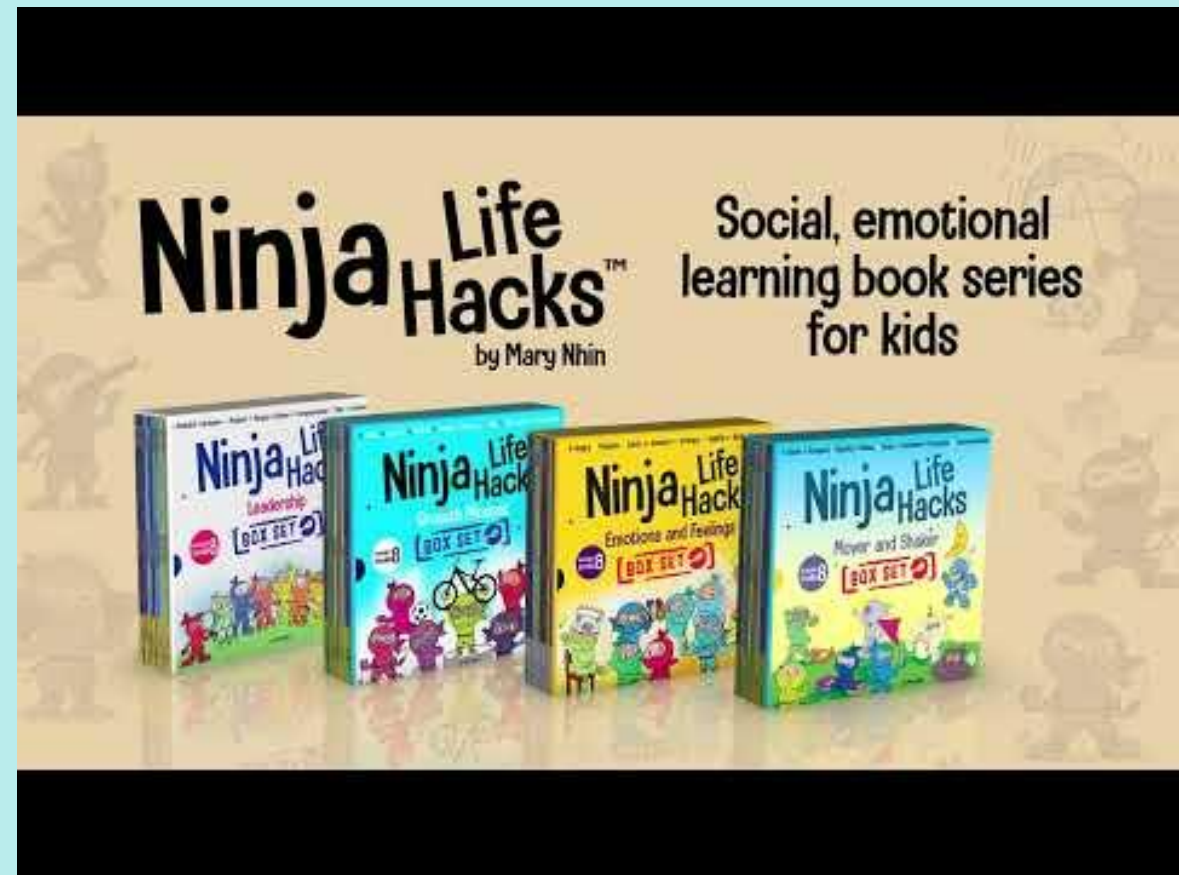


# SEL Curriculum Overview

**Ninja Life  
Hacks™**



**3/4 of school age children** who need mental health services aren't receiving it. Of the children who do, 70-80% of children receive those mental health services in school. When a school provides a comprehensive and preventative mental health tiered service plan, it reduces disparities that currently exist for those who might need it most.





**Ninja Life  
Hacks™**



## **What Educators Are Saying About Ninja Life Hacks**





# WHO are the Ninjas?

**Fun pint-size characters** who help children develop kindness and life skills like confidence, emotional intelligence, financial savviness, and mental toughness.







# WHAT is Ninja Life Hacks?

## Anger

When you're feeling angry, try Angry Ninja's 3x3-10 tool.



**TOOLS I CAN TRY:**

- Say 3 calm words. Example: "Breathe" or "Relax"
- Take 3 slow, deep breaths. This lets more air flow into my body and will help calm my nerves.
- Count to 10. Then, say out loud an "I am" statement. Example: "I am upset because you ate my cake."

## Growth Mindset

A good tool to have to face the fear of failure is the Power of Yet. Do what Growth Mindset Ninja does by adding the word YET to the end of your sentences.




**TOOLS I CAN TRY:**

- "I don't know how to \_\_\_\_ YET."
- "I'm not good at \_\_\_\_ YET."
- "I haven't made \_\_\_\_ YET."

## Focus

It's hard to focus, but Focused Ninja knows they can focus better when they use the F.O.C.U.S. strategy.



**TOOLS I CAN TRY:**

- Find distractions and eliminate them.
- Organize.
- Choose greens and healthy foods.
- Use exercise to give your brain a boost.
- Split up large assignments into smaller tasks.

## Courage

Even if we don't feel brave, we can be brave. Brave Ninja summons their inner courage by using the B.R.A.V.E. strategy.



**TOOLS I CAN TRY:**

- Breathe by taking 3 deep breaths.
- Relax your muscles.
- Adopt positive body language.
- Visualize your success.
- Embrace a positive affirmation like, "I can do hard things."

## Anxiety

Anxious Ninja calms their anxiety by using the 3 Rs strategy.



**TOOLS I CAN TRY:**

- Recognize when you are thinking about situations you can't control.
- Relax by taking a few slow, deep breaths.
- Refocus with positive affirmations like "Everything will be okay."

## Kindness

It feels great to be kind and Kind Ninja has learned how to unleash this superpower.




**TOOLS I CAN TRY:**

- Sharing.
- Helping out.
- Giving nice compliments.
- Saying "please" and "thank you."

## Sadness

When Sad Ninja's feeling sad about a loved one who has just passed, they use the S.A.D. strategy to help them.



**TOOLS I CAN TRY:**

- Say goodbye by attending a funeral or making a memory box.
- Accept your feelings of sadness.
- Do something creative or active.

## Frustration

When you're feeling frustrated, be a firefighter like Frustrated Ninja and calm the flames of frustration.



**TOOLS I CAN TRY:**

- Talk about your feelings with someone.
- Ask for help when you don't understand something.
- Speak positively to yourself when something goes wrong.
- Take a deep breath and count to ten.
- Write down your feelings in a journal.

Strategies that equip children with tools to manage big emotions and life's challenges.

# WHY use Ninja Life Hacks?

**Our core mission** is to empower children with skills to face life's many challenges. Children aren't born with the abilities that adults have gained through experience. But if we equip them with the tools, resources and coping mechanisms, they can come out stronger and more mentally tough, ready to conquer whatever life throws at them.







# HOW was Ninja Life Hacks developed?

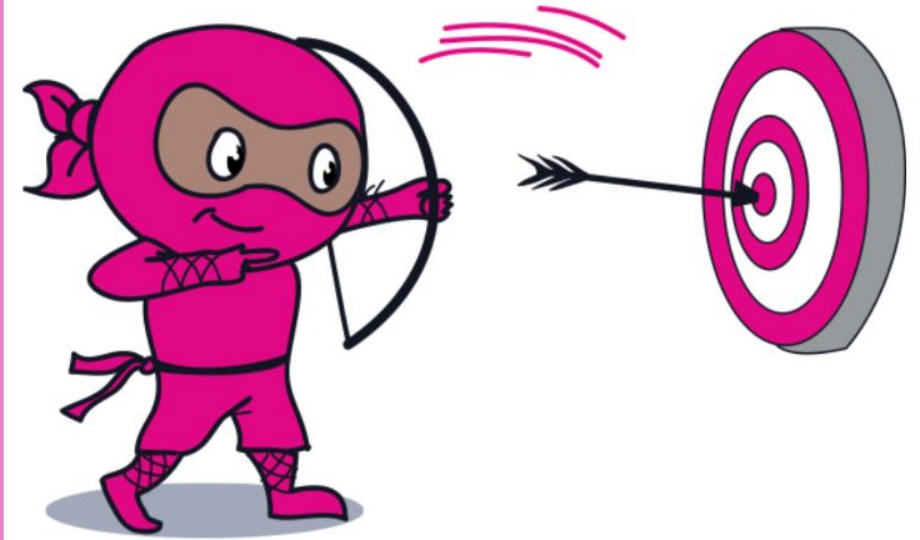
**The books, toys, and corresponding curriculum** is based upon the CASEL wheel. The Collaborative for Academic, Social, and Emotional Learning developed a framework to assist communities to come together to establish equitable learning environments. SEL is the process through which children gain the skills and mindsets to develop healthy identities, manage feelings and achieve goals, practice empathy, maintain relationships, and make responsible, caring decisions.





# The Ninja Impact

- Over **4,800,000** books sold in <4 yrs
- Over **10,000 - 5 Star Reviews**
- **#1 Best Seller**, categories incl.:
  - Crisis Management Counseling
  - Children's Olympics
  - Children's Martial Arts
  - Children's Dysfunctional Relationships
  - School Safety



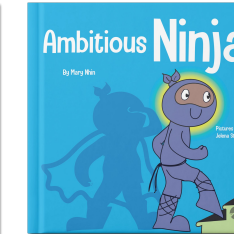
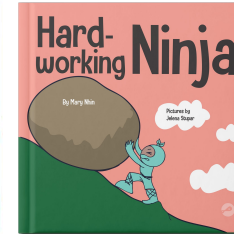
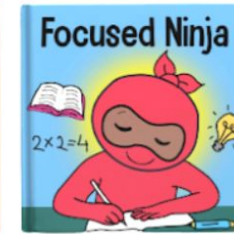
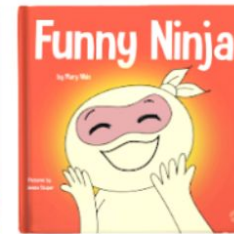
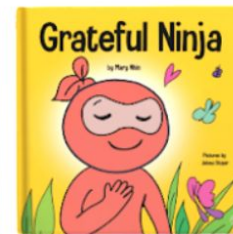
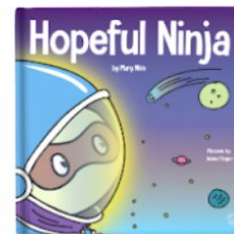
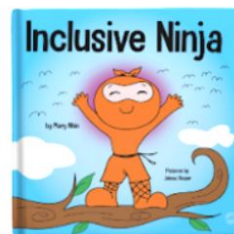
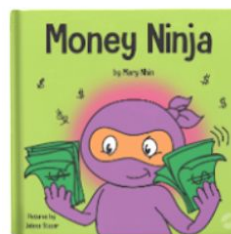
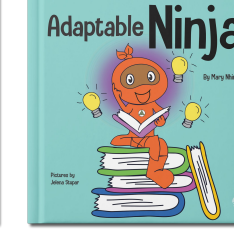
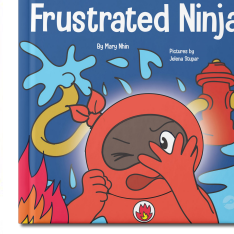
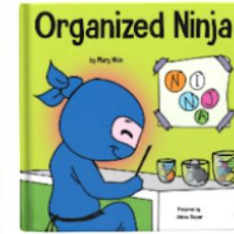
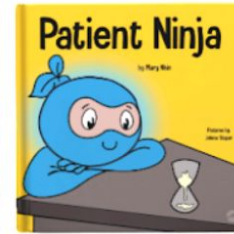
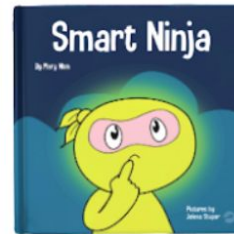
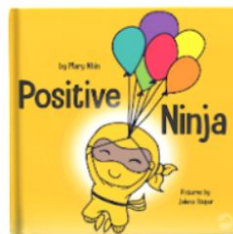
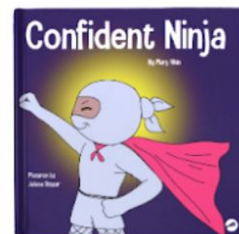
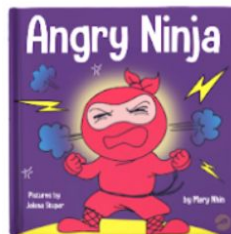
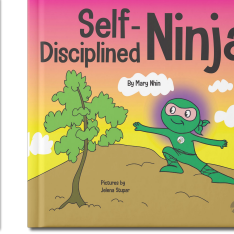
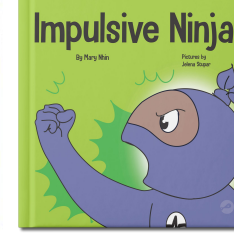
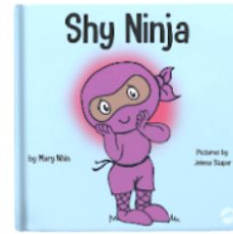
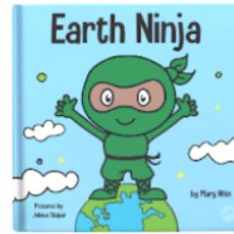
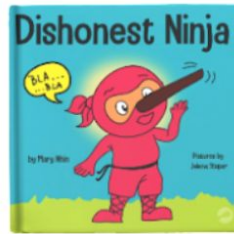
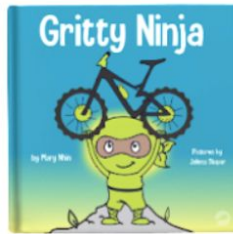
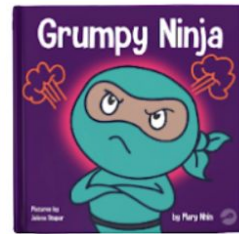
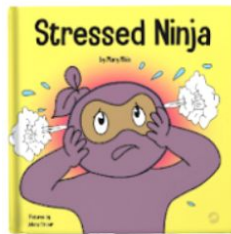
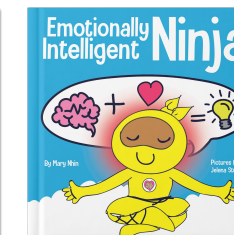
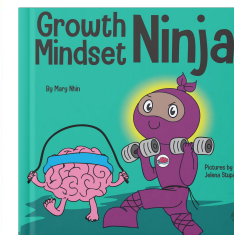
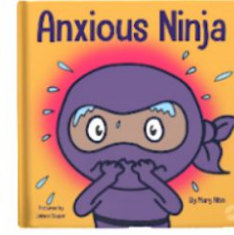
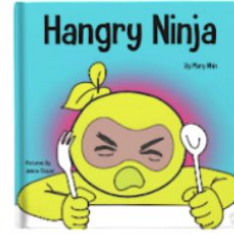
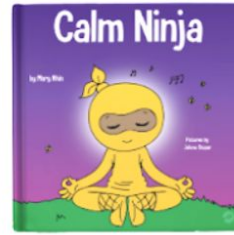
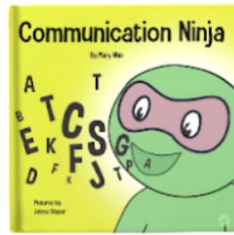
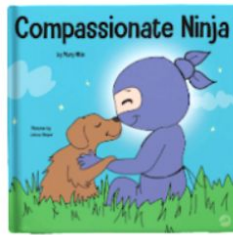
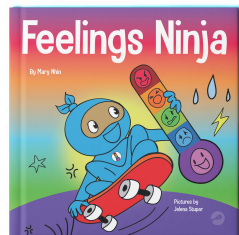
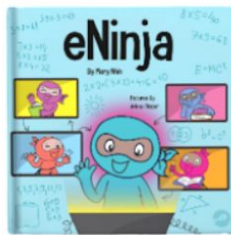


Ninja Life Hacks™



# Core Book Series

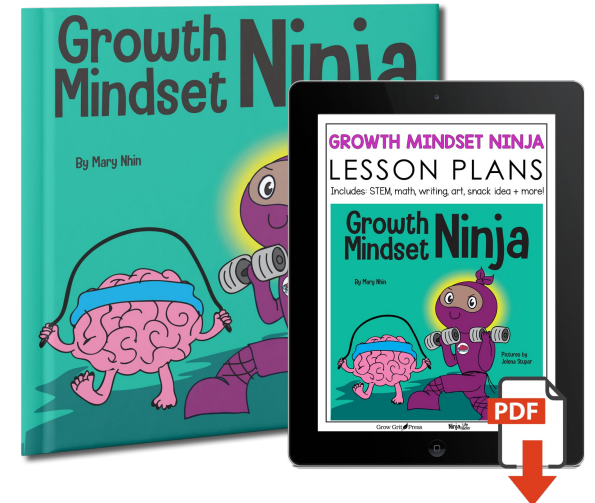
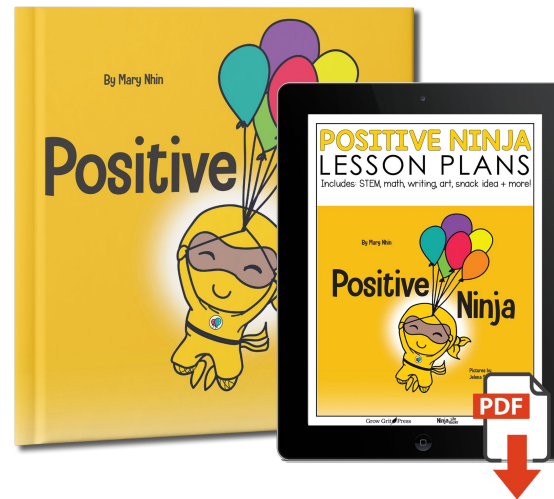
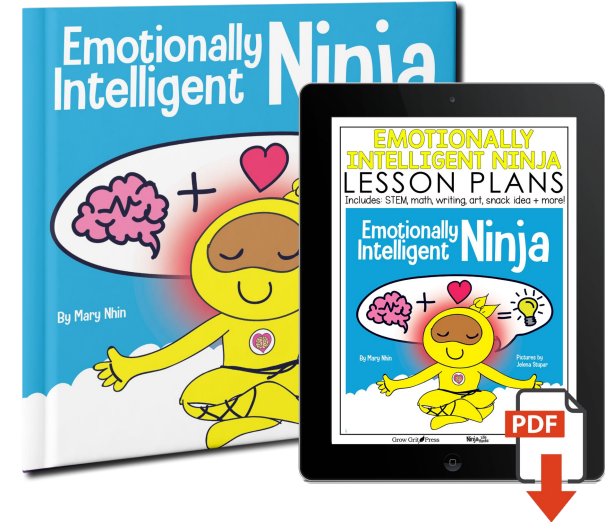
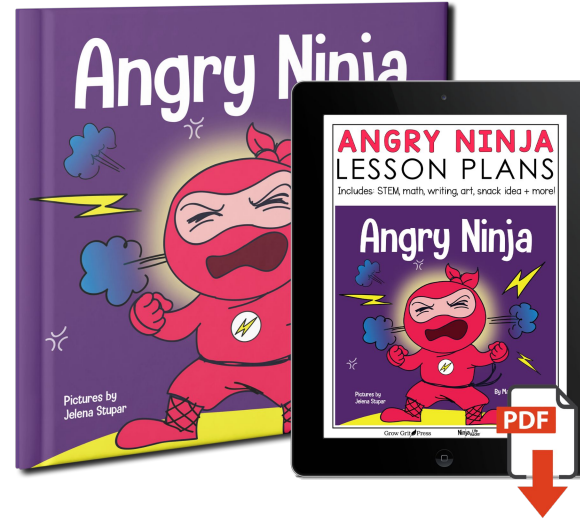
## More than 70 Ninjas!





# Lesson Plans

- Enriches social emotional lessons in the books
- Supports parents and educators with SEL learning
- Promotes engagement through hands-on activity





Ninja Life  
Hacks™

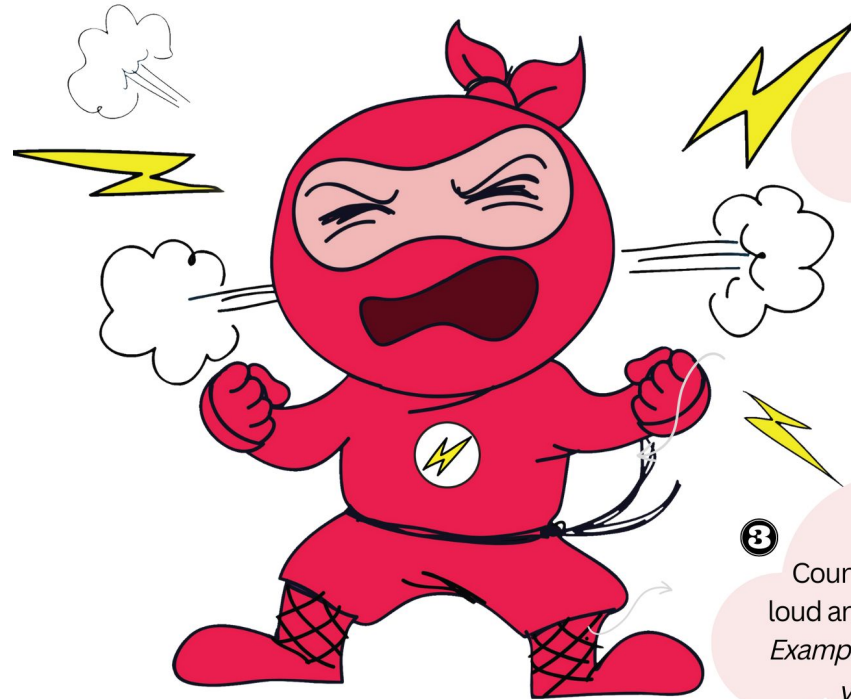


# Rich, Actionable Content

Practical strategies  
taught by our Ninja  
friends found in each  
book.

## Anger

When you're feeling angry, try Angry Ninja's  
1+3+10 tool.

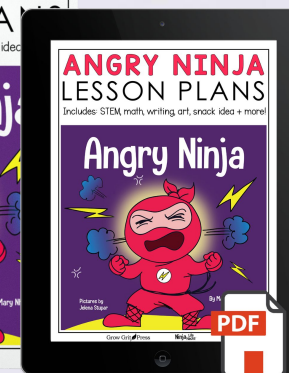


### TOOLS I CAN TRY:

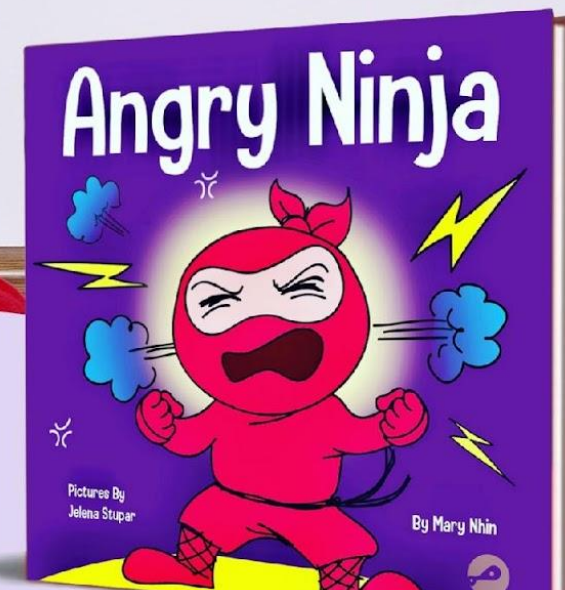
**1**  
Say **1** calm word.  
Example: "*Breathe*" or  
"*Relax*"

Take **3** slow, deep **2**  
breaths. This lets more  
air flow into my body  
and will help calm my  
nerves.

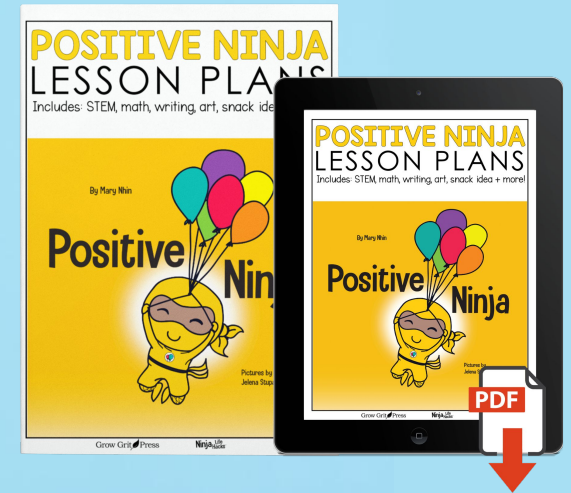
**3**  
Count to **10**. Then, say out  
loud an "I am \_\_\_\_ statement."  
Example: "*I am upset because  
you ate my cake.*"



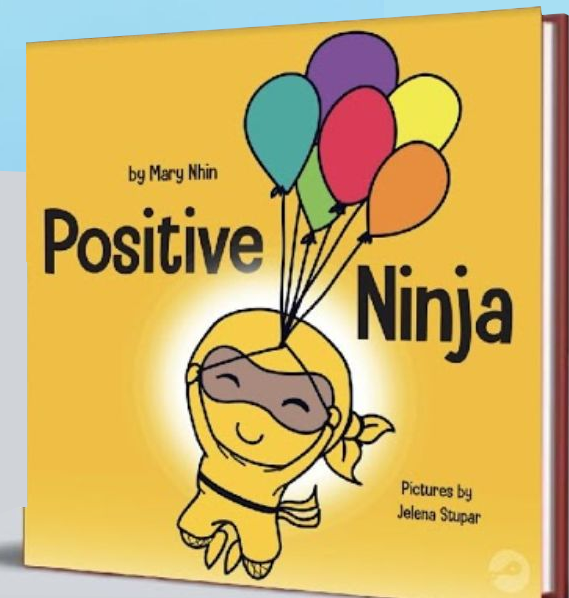
HELP KIDS **MANAGE** THEIR ANGER



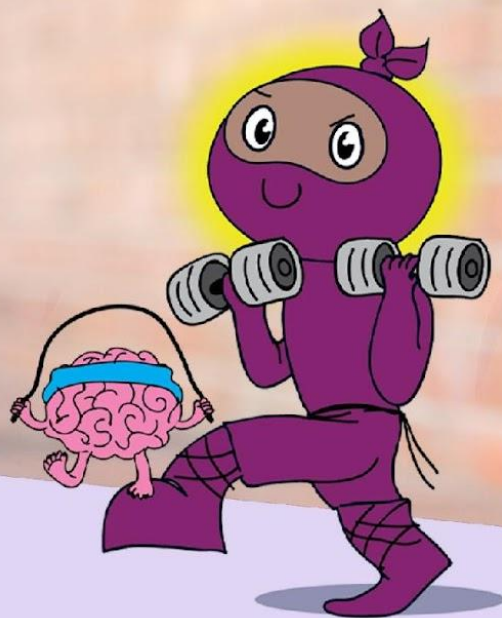




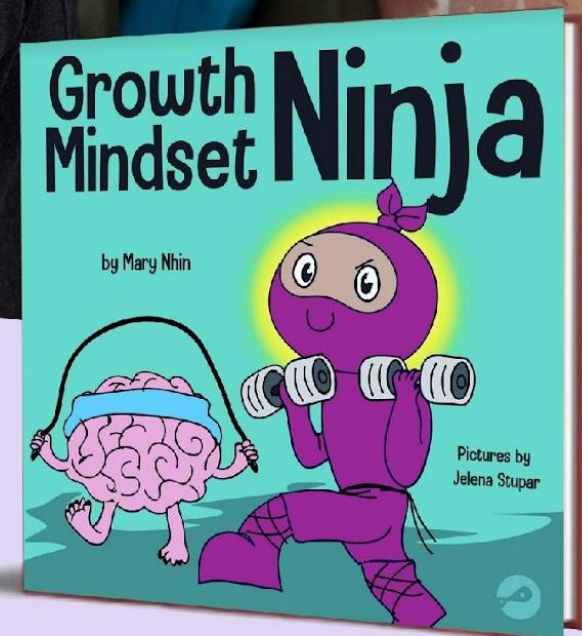
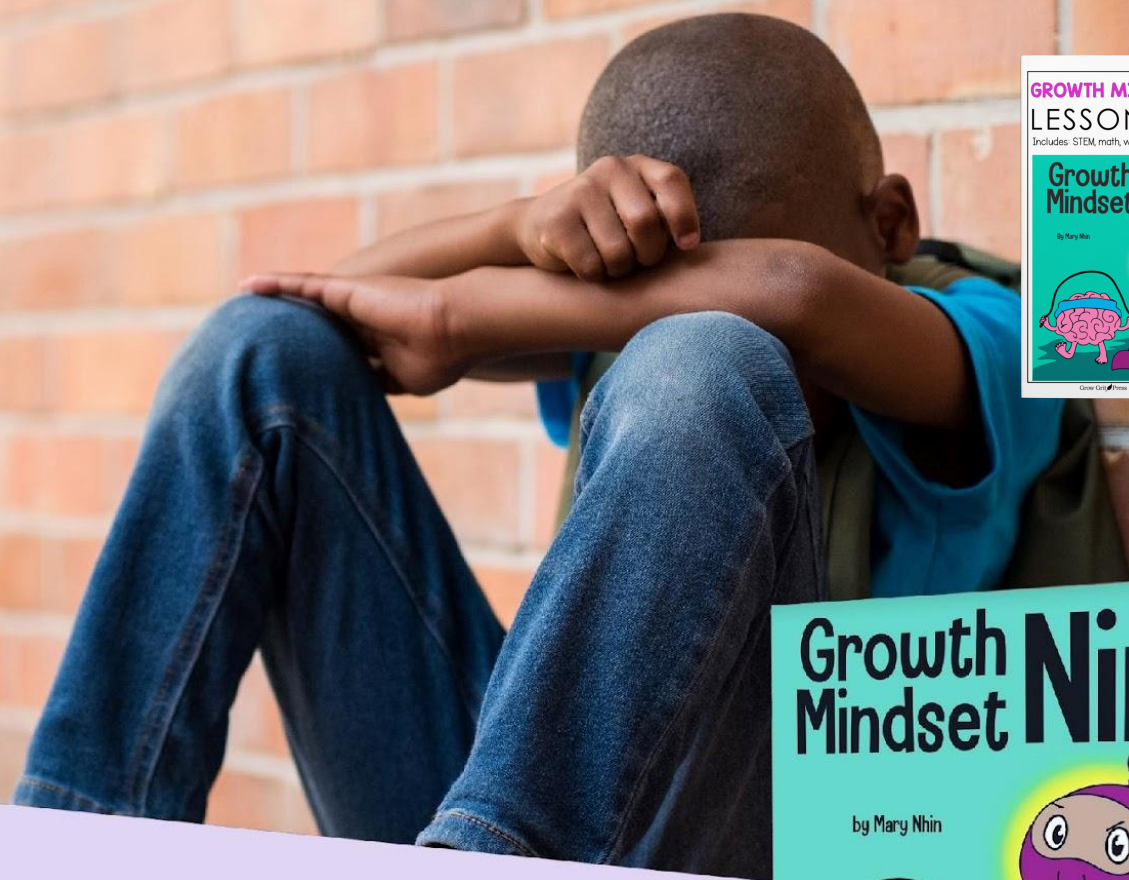
**LEARN POSITIVE THINKING AND SELF TALK  
WITH POSITIVE NINJA'S BALLOON STRATEGY**







**NEVER BE AFRAID OF **FAILURE** AGAIN  
WITH GROWTH MINDSET NINJA**





# Classroom Curriculum

## Complete Classroom Curriculum

91 Books + 90 Lesson Plans + 15 Toys  
+ 104 Cards + 3 Posters + Individual Use License

Ideal for Parents, Teachers, Counselors



## SEL Curriculum







# Room Decor







# Classroom Support

## Animated SEL Videos





# Classroom Support Storytime with the Author





# Classroom Support Guides and Activities

## Meet the Ninjas

From Kind Ninja to Focused Ninja, the ninjas help children identify and manage emotions and feelings all while having fun.

Each ninja represents a behavior or trait.

Much like human beings, the ninjas don't always start out perfect. The ninja evolves into the best version that they can be.

Each ninja reveals a strategy explaining how they were able to overcome their obstacles.

ninjalifehacks.tv



## Parent's Guide to Ninja Life Hacks



### WHO are the Ninjas?

Fun pint-size characters who help children develop kindness and life skills like confidence, emotional intelligence, financial savviness, and mental toughness.



### WHAT is Ninja Life Hacks?

Strategies that equip children with tools to manage big emotions and life's challenges.



### HOW was Ninja Life Hacks developed?

The books, toys, and corresponding curriculum is based upon the CASEL wheel. The Collaborative for Academic, Social, and Emotional Learning developed a framework to assist communities to come together to establish equitable learning environments. SEL is the process through which children gain the skills and mindsets to develop healthy identities, manage feelings and achieve goals, practice empathy, maintain relationships, and make responsible, caring decisions.



### WHY Ninja Life Hacks?

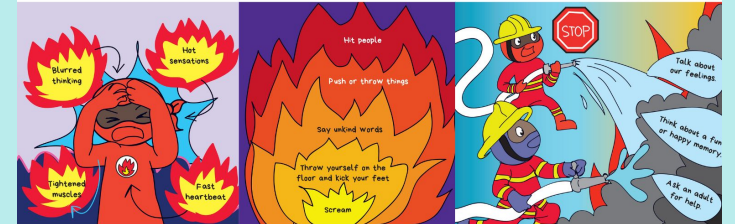
Our core mission is to empower children with life skills to face life's many challenges. Children aren't born with the abilities that adults have gained through experience. But if we equip them with the tools, resources and coping mechanisms, they can come out stronger and more mentally tough, ready to conquer whatever life throws at them.



ninjalifehacks.tv

## Frustration

When frustration sets in, it's easy to say or do something you don't mean. Just like the flames of a fire can grow bigger, your frustration can build into something more if you don't learn how to control it.



Frustrated Ninja channels their inner firefighter to calm the flames of frustration by using these strategies:

Talk about your feelings with someone.

Ask for help when you don't understand something.

Speak positively to yourself when something goes wrong.

Take a deep breath and count to ten.

Write down your feelings in a journal.

ninjalifehacks.tv





# Why Choose Ninja Life Hacks?

- Develop emotional intelligence for difficult feelings
- Help deal with BIG emotions
- Promote problem-solving and a growth mindset
- Cultivate self-confidence and grit





# The Ninja Impact

I love how the Ninja books always encourage kids to be their best selves without ever talking down to them about challenges and struggles.

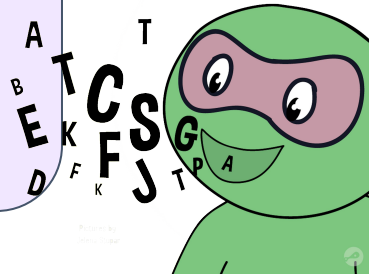
As the mother of a child with ADHD and other difficulties, I especially love that this book gives some real basic but effective strategies for helping to maintain attention.

Such a great idea to write empowering stories for struggles children encounter growing up. Bought the whole series.

Omg I personally loved this book! My 5 year old daughter and I read it together. The 1+3+10 strategy is actually one my daughter taught me. Crazy how something so simple actually calms you down.

She teaches kids to do things like keep their space organized and break large tasks down into smaller chunks. It is also great how the Ninja in the book takes ownership of his difficulties with focus and takes steps to help himself.

Overall, this is an awesome title that should be in every child's library!





# Educators and Counselors Love Ninja Life Hacks

