

# 15 Rules of Parenting

A tiny playbook for parents raising the Generation Alpha



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This edition of 15 Rules of Parenting is shared in partnership with NCORE

**GUMROAD**

# Love from people.



This book is an expanded version of a LinkedIn post I wrote on my son's 15th birthday - read by 400K+ people, loved by 3000+ and engaged by hundreds.

Riveting



A wealth of practical wisdom

Much more than about parenting

A perfect guide to modern parenting

Real advice, no pretensions



**Parenting is inherently complex. There is no manual or course for parenting. We only have hard-earned realisations.**

Generation Alpha is the children of the millennials. Born in early-or after 2010—the same year the iPad was born. They are a new kind of generation. Most informed, digitally savvy, and non-linear. As parents, we have a challenge here. To catch up with them. To be their guide. On my son's 15th birthday, I tried to put together my learnings and realizations to see what helped me. I published it on LinkedIn along with a photo. It got viewed by half a million people and liked by thousands. The feedback was overwhelming. In this tiny ebook, I have expanded each point for better understanding.

Love is not enough for better parenting. We need an intelligent approach as we are building 'future' in our domestic spaces.

# 01

**What we do matters much more than all the words we use. Children respond to vibes, and not plain advice.**

# Action.

**Listen to them if you want them to listen. Listen so intently that they are surprised by it.**

**Share resources with others and let them see it. Tell them that it makes you happier. What you say behind the scenes matters.**

**The demonstration works always. When you do it, it is 100x than saying it.**

**Remember what you tell them and keep the word. Don't give casual promises. If they insist, tell them, you are thinking about it. Promises are precious. It can't be given away under pressure.**

# 02

**If ever a behavior modification is required, the most ineffective technique is shouting at them. What works is whispering. Tell them as if it is a big secret. A life hack that helps them.**

# Whisper.

When we shout at them, it builds resistance. Shouting at people to get something done is an industrial-era technique.

Whisper makes people crave to listen. It has a secret ingredient to it to build curiosity and bring calmness. That opens the mind.

Next time take a deep breath and speak softly and slowly to disrupt the pattern.

# 03

**Knowing what they like in the early stages is a waste of time. Their interests evolve. It will evolve to an extent that makes us uncomfortable.**

# Interests.

**Our children are seeing so many new things every day. They explore with curiosity if it is entertaining.**

**Do not try to make them pursue interests that you missed in life. You can't live your life through them. They are not instruments of your life's manifestations. They are unique individuals.**

**Observe their interests and nudge them to explore. Do not try to judge too early or become over-enthusiastic about it.**

# 04

**What and how we talk to others influences them, even more than what we talk to them. Children are mimetic creatures trying to figure out the world rapidly.**

# Mimetic.

The content they consume is far different from their immediate reality.

They sometimes find the immediate reality dull and boring.

So they go back to their 'wonderlands of dopamine' to seek more of it.

What we have to ensure is that it is good for building them as an individual and not making them miserable.

Have friendly conversations about their favorite characters, without ever trying to judge.

Their subconscious is shaped by the environment.

# 05

**Peers influence  
much more than  
their parents.  
Environment  
matters.**

# Peers.

Observe their immediate peers and friends and that can give you a window into their world.

Their digital friends and like-minded community members become their domestic reality even without us realizing it.

Parents are guardians.  
Peers are contemporaries.

Guardians give security.  
Peers offer a new world.

They know it as part of their evolutionary programming.

# 06

**If they do not do well in studies, advising them on how to do better only makes things worse. What works is to make their study environment happy and hopeful.**

# Create.

As a parent, if your child is not doing well in studies, it is a matter of worry.

Instead of reacting to it, accepting it and building an environment of hope and joy can help the child rebuild her 'study behaviors'. It is all about habits.

Create a favorable environment for them. Not a threatening one. It requires patience.

Sometimes it's not about providing solutions, but removing obstacles.

Putting children into tight structures can bring out their resilience and not necessarily intellect or passion. They need various other possibilities to explore what they are.

# 07

**Do not ever  
compare your child  
with anyone - even  
a subtle reference  
is dangerous.**

# Others.

**Comparison is the death of happiness. It is dangerous.**

**Children love to be acknowledged for their interests, activities, and results. About who they are.**

**Your success metrics will not work with everyone. It includes your children.**

**Accepting them as unique individuals can give you peace. Most of the parental stress comes from having an unreal benchmark for the children.**

# 08

**When they have unhealthy eating habits, strict advice or restrictions turn them resistant. Instead, add healthy things to their diet gradually. Make it enjoyable.**

# Food.

If you want to break a bad habit, bring good habits in. Gradually bad habits get diluted. Instead of removing it with force, dilute it with nudges.

Exercising your authoritarian parental control can give you some instant gratification. It won't work in the longer term.

Childhood food habits are key for long-term health. Design it as if you really care for the 'future body and mind' of your child.

# 09

**Their internet behaviors are determined by the things that give them a thrill. Knowing it is good. But reacting to it in any way will make them act secretively. So play along. Talk about their favorite characters as if you like them. Your validation can make them comfortable.**

# Internet.

The internet is a reality distortion field. Our children's immediate domestic realities are diluted and a new reality shaped by the content they consume, and it dominates their mind space. It can cause discontent, lack of excitement for other things, and even prolonged dullness - because of the mismatch between magic on the screens and the boring loop of reality. The human brain is not designed to deal with this dopamine surge, and fall.

The internet also allows them to access the world's best teachers, content, and views.

They have friends whom they never may meet.

# 10

**Start giving them money and ask them to do accounting for cash expenses at home. It helps them to get a sense of dealing with money.**

# Money.

**The understanding of money can liberate a child from parental conditioning about it.**

**Make them comfortable with money by making them the money managers at home.**

**Middle-class parenting comes with baggage-level wrong conditioning about money, and it takes them a decade of independent thinking to get over it.**

**Help them to start earlier to become comfortable with talking, dealing, and managing money.**

# 11

**As Khalil Gibran says - "You may give them your love but not your thoughts. For they have their own thoughts."**

# Thoughts.

They see parents as someone from a different generation - even if you like it or not.

You can share values. But you can't force your thoughts and opinions. They have to build it independently.

When they hold starkly different opinions about things, be curious, not critical. Because thoughts can change. The more you discuss, it gets reinforced.

# 12

**Hug them  
whenever you get a  
chance as it creates  
enough oxytocin to  
live through hard  
days. Hugs build  
self-assured kids.**

# Hugs.

Hug your child often, for no reason. 15-second long hugs, and tight squeezes to give them unconditional support. Not just when they seek attention or win prizes. Do it often, with no reason.

That builds a subconscious level of confidence.

Hug them every day. Give 20-second hugs. It is an emotional investment for their future self. It gives them oxytocin - lowers their anxiety and builds a stronger bond.

# 13

**Explain things as if they are an adult. They may absorb probably far lesser. But they feel like they are treated as an adult adding to their confidence.**

# Equal.

Treating a child as an adult when it comes to current affairs, and in knowledge areas makes her feel more grounded. Treating them like a child gives them the entitlement to delay the acquisition of knowledge. At five, they can learn coding. At eight, they can discuss geopolitics. At twelve, they can discuss society's moral issues.

Always remember that your job is to prepare them for a world that is rapidly changing, non-linear and volatile. Treat them as equals.

# 14

Talking to them about things non-judgementally can help them to build independent thinking. As we are 'bigger figures' in their space, our judgments significantly build their biases.

# Thinking.

The bigger figures at home are evolutionarily threatening to the smaller figures. So it is up to the bigger figures to take care of the smaller ones. To give them a safe space.

It is when we know that our opinions can make them biased that we need to be more observant and less judgemental about things.

Our comments and reactions based on snap judgments can stall independent thinking for children.

Bad parenting is more dangerous than zero-parenting.

# 15

**Whenever you talk to them, remember this saying by Rabindranath Tagore - "Don't limit your child to your own learning, for he was born in another time."**

# Time.

Every 5 years is a new generation now.

Parents now are five to seven generations older than children - in that way.

If we do not resonate with people, we hardly interact with them. We have the choice to do that in our individual spaces.

Do our children have that choice? No.

That is where we realize the truth that they are all born in another time, and they are going to live in an era.

## Longest project

Parenting is the longest project we take up in our lives. It is an inter-generational commitment. It is far deeper than we think. What we do matter. What we don't do matters. Everything matters in this inherently complex project. What we can do is to keep observing, sometimes detached. And mindfully looking at what can help our children to become better versions of themselves.

What you do now can impact their careers, relationships, money, and many more. Parenting is not gambling. It is like value investing. You cannot leave it to chance. Careful choices make a huge difference.

It requires you to work strategically and tactically just how you do complex projects at work. Intelligently, and not all the time emotionally.

Happy parenting.

Post

My son Krish Kaushik turned 15 recently. ...



   3,034

236 comments

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The LinkedIn post became a tiny book.  
Thank you to all for inspiring me to  
expand my thoughts. Love to all.

