



10 Steps to Fostering

Creative Confidence

1 Champion progress over perfection

Lots of kids feel the need to be perfect because of society, culture, or their own thoughts. But, by just changing how we talk, grown-ups can ease that tension. Instead of focusing on flawless results, cheer on the little wins of creative development. Say things like, "I love the colours you picked!"

2 Celebrate setbacks

They're not failures, they're growth opportunities! Show how learning from mistakes is valuable by sharing them as a family. Get playful with it – build a "Rewards Chart" out of a big LEGO® baseplate and add a new piece, like a minifigure or mini-doll, every time a family member shares a story where they have overcome a setback. Soon you'll have a new scene that you will all have made together!

3 ARGH! Build frustration tolerance

Being creative means getting cool with frustration and making friends with discomfort. Consider a fun series of challenges for you and your child, such as the "Eyes-shut Challenge". Gather random LEGO bricks. Close your eyes and build something without seeing the bricks. When you're done, reflect on the challenges you faced, share your thoughts and feelings, break down the strategies you employed, and the surprises that came up.

4 Play with words

Watch out for gender stereotypes when talking about creative ideas! We all fall into this trap. And we know that society as a whole does too - using words such as "genius", "clever" and "brave" more often to describe boys' work. Whereas words such as "pretty", "cute" and "gorgeous" are more likely to be used to describe work by girls. Mix it up. Encourage your child to ask questions and challenge those stereotypes. It's important to have open chats about how society sometimes expects different things from boys and girls.

5 Cultivate a growth mindset

Having a growth mindset means believing that you can get better at stuff by working hard and never giving up, instead of thinking you're just born with certain skills. When kids have this mindset, they're more likely to bounce back from tough times, enjoy learning new things, and be up for trying out new stuff, even if it's tricky.

6 Dial down pressure: Praise the process

To avoid the pressure pitfalls of praise, consider praising effort over ability. For example, instead of saying, "You're a great artist" you might say, "You've chosen such interesting colours and patterns", or "I love to watch you express yourself through your LEGO designs."

7 Consider play your superpower!

Like any skill, creative confidence develops over time. Use playtime to ask open-ended questions, encouraging your child to share more and open up their creative courage. For example, during a pretend play session, you might ask, "Tell me about the story you're creating", or "What do you like most about this game?"

8 Introduce inspiring role models

Help your kids discover a range of role models to spark their creativity and boost their confidence. Talk with children about others who inspire you. Whether it's a friend, a family member, or someone you admire from afar, explain how their accomplishments can serve as a powerful reminder that we are all capable of achieving great things.

9 Challenge your own comfort zone

Kids pick up lessons best by watching what adults do. When they see us trying new stuff even when it's tough, it teaches them that you can get better at things with practice. So, why not try something new with your child? Ever fancied dabbling in watercolours? Watch a tutorial together, and when things get tricky, show them how to use growth mindset talk like, "I'm not good at this, yet." Or dust off those roller skates and give it a go, even if it's been ages. Let them see you taking risks, learning as you go, and most importantly, having a blast!

10 Check your progress!