

Keynote

The Moral of the Story



Bobby Norfolk
Emmy Winning Storyteller

The Case for Character Development in America Today

In this dynamic keynote address, Mr. Norfolk discusses in detail the ways and means that educators can empower their students to achieve character education lessons by simply having them understand the morals in stories, myths, folktales, and legends.

Combining the wisdom of many cultures, Bobby offers a multicultural pattern for curriculum developers to follow. In modern society, students and the general public are constantly being bombarded with negative messages: the need for alcohol, cigarettes and drugs are cool, violence solves problems; bad guys always win and good guys are nerds.

Educators see the need to counter these messages with a formal curriculum in American schools.

Bobby Norfolk provides to educators and parents suggested activities, lesson plans, ideas, and stories to help promote character education traits in the classroom & home. Common values include kindness; honesty; loyalty to parents and family members; cooperation, responsibility, respect and an obligation to help the poor, the sick, and the less fortunate.

Booking Information

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