Mallick Huggahalli is a Management Consultant and has many years of experience in developing Leadership Programs at large corporations like Accenture and Delta Air Lines. Having widely travelled around and lived in many countries, Mallick has developed a keen sense of cultural, religious and racial differences in social behavior and expectations that define our behavior in various professional and personal situations.

Children from their toddler years have access to multiple devices to access content without supervision anytime and anywhere. So as much as we'd like to think we have influence on our children's thinking, the greater influence comes from all the media they are exposed to.

Streaming video sites to binge watch violent or sexually overt shows, rap/hip hop music filled with explicit lyrics, multiple social media sites to instantly share or follow others' posts leads to an overload of unfettered influencing factors that could create this culture is rampant in today's society. Most shows and movies that are popular are not about sensitive people who would handle relationships in a mature and gentle way – they are more likely depictions of a more sensational alternative reality with a lot of violent drama and destruction. That's what sells and is sexy and influences behaviors because protagonists are usually Alpha Male characters and that's what everyone want to be like!

A famous phrase attributed to an ancient Chinese philosopher goes – 'May you live in interesting times!'. These are very interesting times to say the least. Incredible developments in technology in exponential terms every year has given access to an overload of information to anybody and everybody.

So, how do we fix this? How do we manage or control or guide this to a more mature, healthy and safe culture?

I work in Digital Strategy and help companies in creating some of these products to reach consumers more easily and to market them to today's youth –in other words –tomorrow's potential customer. Corporate leaders have to take ownership of this responsibility of shaping societal behaviors and incorporate better controls to throttle consumption based on identity far better than today. **We have to be more responsible in what content we are creating, distributing and marketing as "cool"!**

The primary responsibility of putting devices in the hands, ears and eyes of children that are susceptible to influences lies with parents or elders within families. They have to watch their own behavior and choices on how they are raising their kids at home. **How parents are behaving towards each other, is a big factor in how their children's attitude will be towards their partners –so be respectful in your relationship as your children are watching and learning!**

Approaches in parenting have to change with the times –the message of what worked for us should work for you doesn't exactly hold water anymore. This is a different world –with today's youth exposed to far more information from far more sources than ever before but they need to be able to filter it and process it.

Parents have to be actively involved and understand: What their children are listening to, what they are watching, who they are sharing with and learning from and why. Listen and talk to your children more – understand them and ensure they are exposed to different perspectives be it books, movies or the arts. Understand what is being taught in their schools and how their interactions with their teachers and other students is regularly. **Educate and encourage role models from various diverse backgrounds!**

This is a super competitive world and one must teach children to be safe and resilient–so they can handle any type of situation at school or work, when things might not always be fair or black and white. But at the same time our youth need lessons on empathy, to be able to understand and respectful to other perspectives –be it a different race, gender, religion or sexual orientation. This is a country that is highly diverse and becoming even more of a melting pot every day. Understanding these perspectives is imperative for men (and women) to develop more caring, meaningful and loving relationships with a deeper respect and empathy for where they came from and what they believe in.

Lastly, we take our cues from our leaders –political, corporate and social. Thankfully, albeit slowly, the landscape of our leaders is changing as well. **We are seeing more diversity and that helps –as our youth will learn to see women can be effective leaders and learn to respect that.**

Over the past few years, the #MeTooMovement has also brought forth a new awareness of what acceptable and unacceptable behaviors are in the work place and at home towards women, especially. This was a much needed change to many aspects of our social structure and a lot more needs to happen for true equality, but things are trending in the right direction.

Ultimately, Respect is essential for a healthy relationship –both respect for oneself and the partner.

When there is respect for your partner, there will be a lesser likelihood of Domestic Violence or Gender Abuse or Rape! When our parents, teachers and leaders prioritize the right lessons and generate and reinforce awareness about what our social values should be, the future will be bright!