The classic game “Simon Says” meets Sesame Street in this lively board book. Favorite characters instruct children to imitate their actions—but only when they hear the words “Elmo says!”

You will notice that these tips promote two child development principles: Serve and Return and Executive Function skills.

Serve and Return, like game of ball, involves a back and forth conversation between you and your child where you listen, then build on and extend what your child says or does to promote learning.

Executive Function skills are skills you use to manage your attention, your feelings, your thoughts and your behavior to reach your goals. They include being able to pay attention, remember information, think flexibly and exercise self control.

Find more about Families and Work Institute’s Mind in the Making at www.mindinthemaking.org.