

POINTS OF POSSIBILITY

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The Thriving Family Experience™

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In our role advising self-made families, our clients frequently tell us that what they are most proud of in life is not their own business accomplishments or how much money they have accumulated. It's almost always about their children and grandchildren. While you might think it's their heirs' accomplishments that they're proud of, parents seem more gratified by the caliber of people their children have become and the difference each is making in the world.

Indeed, what's crystal clear to us when we meet their families is the tremendous amount of love and care they have dedicated over many decades to ensure that their children have happy, productive, and meaningful lives. An important part of the love and care is the financial wealth they have accumulated. All of us aspire to help make life better for those who follow us, and hope the wealth we leave them will do that.

Yet we know that far too often, inherited wealth doesn't accomplish the worthy goals we hold dear. While there are some shining examples of families who have been successful in this area, the unfortunate truth is that inherited wealth is most frequently associated with destructive and debilitating behaviors among children and grandchildren. We see it all around us, among families we know and others we hear about, yet we hope against hope that our family will be one of the lucky ones.

How great would it be to stop relying on hope, luck, and wishful thinking, and take ACTION to assure that all your hard work raising your children and creating a financial legacy for them doesn't wind up harming them instead?

Now you can. We've created The Thriving Family Experience™, which allows families and their advisors to create a dynamic in which individual family members flourish and families become stronger and more resilient. The family becomes clear about their unique and self-defined journey to becoming a thriving family in a thriving world.

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 What is a Thriving Family Experience™?

 Comparing traditional wealth planning versus a Thriving Family Experience™.

While each family’s experience is unique, some of the milestones that thriving families experience on their journeys include:

- Each family member knows, honors, and develops personal talents and resources, and understands how these resources are key contributors to the family’s success.
- The family recognizes communication dynamics, identifies unhealthy patterns or blind spots, and creates change where needed.
- The family develops and documents a shared vision for bettering both themselves and the communities they care about.
- The family’s planning (financial, legal, business, philanthropic, etc.) seamlessly integrates with:
 - i. the family’s purpose
 - ii. the active fulfillment of their purpose
- Money is a tool for families to unleash and achieve their greatest potential now and in future generations.

Clearly, with this entirely new paradigm of planning that we offer, we’re no longer satisfied being your father’s financial advisor. Everything we do is based on an entirely new and exciting definition of success for clients and their families. No longer is helping mom and dad create financial security for themselves the end game. Instead, we offer the opportunity for our clients and their families to achieve the same objective that wealth creators crave most: a family that flourishes now and in future generations. Our strategy encompasses, embraces, and addresses the distinct challenges and opportunities that each generation of the family faces.

We live in an era of exponential growth in new services that offer approaches to solve problems that have long plagued humankind.

The Thriving Family Experience™ helps reverse the corrosive effects of wealth in families and puts them on a path to living more empowered and meaningful lives together.

We hope the greater financial advisory community will soon begin embracing these kinds of services for the families they serve. It will require a major retooling in their services and capabilities, as it has ours, but it’s long overdue.

The following chart shows some of the key outcomes that families create for themselves in a Thriving Family Experience™. To provide context, we’ve contrasted the outcomes we create for families with those of traditional advisors. As you read these, ask yourself,

“ Which outcomes do I want to achieve for my own family? ”

TRADITIONAL WEALTH PLANNING EXPERIENCE	THE THRIVING FAMILY EXPERIENCE™
The client is the wealth creator.	The client is the family.
Advisors operate alone in silos. Other advisors are viewed with suspicion and seen as competitors.	The planning demands collaboration among all advisors.
Gifting strategies are designed to reduce taxes; the long-term impact on recipients is not a consideration.	Gifting strategies are carefully designed to mentor and empower family recipients; taxes are a secondary consideration.
The planning is about financial, tax, legal, and business strategies and is defensive in nature, seeking to protect the family’s wealth from intruders and family members from the potential negative impact of wealth. As a result it uses restriction, isolation, secrecy and control to accomplish its goals.	The planning embraces and enhances the family’s true potential; it is energizing and uplifting. Family involvement is nurturing, empowering, dynamic, inviting, and transparent.
Large focus on day to day returns instead of long-term objectives. Goal is to ‘beat’ the market. Overreliance on risky, expensive, and complicated alternative investment strategies that don’t enhance the family’s well-being.	Investment philosophy and strategy is based on science and academic research. Focus is on long term performance and achieving the goals and purposes of the entire family.
Wealth in families is strongly linked with entitlement and destructive behavior. Inherited wealth is a destructive force.	Money and inherited wealth is a tool for families to unleash and achieve their greatest potential, creating flourishing and resilient families, now and in future generations.
The family’s advisors lack a philosophy and methodology to address the core issues resulting in a planning process that is hollow and unfulfilling.	The family demands collaboration among their advisors. The planning seamlessly integrates with the family’s purpose and the fulfillment of the purpose.