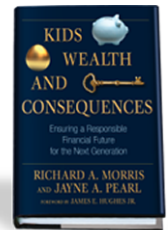


FAMILY WEALTH AND CONSEQUENCES



Meet Family Wealth and Financial Parenting Experts

Richard Morris & Jayne Pearl

Co-authors of *Kids, Wealth, and Consequences*

PROBLEM

Today's affluent families struggle with the realization that wealth can fuel family dysfunction.

SOLUTION

Create a lasting family legacy by developing a structure to minimize family strife; bring alignment between family stakeholders /stockholders/investors of the wealth; build family consensus, effective communication skills, vision, and strategic direction; and provide best-in-class education and information. Rich and Jayne bring complementary skills and experience to their engagements. Rich has more than a decade consulting with affluent families and business. Jayne, a founding former senior editor of *Family Business magazine*, has presented financial parenting workshops that help families understand their connections to and values around money.

READ MORE ABOUT RICH & JAYNE ([Click here/page 9](#))

The ultimate goal is to leave children the **legacy of true financial freedom**—which is about much more than money.

Rich Morris and Jayne Pearl share their research from their book and explore:

“The authors explore some of the unintended consequences, often ignored, that wealth may have on children—such as unrealistic expectations, failure to become producers of new wealth, or a lack of skills and confidence needed to become productive and independent.”

Judy Green, Executive Director,
Family Firm Institute, Inc.

- How can the next-generation become independent wealth creators vs. dependent on the family wealth?
- How do financial choices (spending, investing, estate planning) impact financial values and responsible use of money?
- How do intellectual choices (teaching kids about money and providing real-world experiences for them to practice handling it responsibly) affect the children's ambition and independence?
- How do emotional and spiritual choices (philanthropy, communication about money and values) enhance or hinder success and happiness?
- How do the events of the 2008 financial crisis reshape financial values, vision and communication with the next generation?

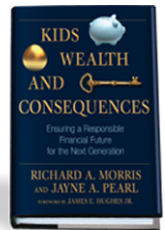
Family Wealth and Consequence Consulting Services
works with clients to create custom solutions
that meet each individual family's needs and values.

Our services concentrate in five areas:

- GOVERNANCE AND STEWARDSHIP.....([Click here/page 2](#))
- BUILDING FAMILY GLUE, RELATIONSHIPS, AND LEGACY.... ([Click here/page 3](#))
- FAMILY FACILITATION..... ([Click here/page 3](#))
- SUCCESSION PLANNING.....([Click here/page 4](#))
- FROM FAMILY BUSINESS TO FAMILY OFFICE:..... ([Click here/page 4](#))
- EDUCATION([Click here/page 5-8](#))

FAMILY WEALTH AND CONSEQUENCES

Consulting Services



GOVERNANCE AND STEWARDSHIP

Our goal is to create a structure that will minimize family strife, bring alignment between family stakeholders /stockholders/investors of the wealth, while enhancing knowledge-sharing and communication. We work with wealthy families, family businesses and family offices to develop the appropriate governance structure for their situation. Governance and stewardship are the basic building blocks that sustain, and/or increase wealth for generations. Our services include:

Organizational Development:

Facilitate, organize, assess, design, develop and implement:

- 🏆 Organizational Structures for Family, Family Business or Family Office
- 🏆 Board of Directors/Advisory Councils
- 🏆 Family Councils/Family Meetings
- 🏆 Family Foundations (see Experience-Based Philanthropy [click here/page 3](#))

Human Capital Development:

- 🏆 Assess Current Family Members' Capabilities
- 🏆 Identify Next Generation Leadership
- 🏆 Train Future Facilitators/Leaders
- 🏆 Identify Potential Outside Board or Advisory Members

Legacy/Stewardship Development:

- 🏆 Create By-laws and/or a Governing Charter
- 🏆 Fashion a Mission Statement
- 🏆 Suggest Meeting Agenda Topics

Also see facilitation capabilities [\(click here/page 3\)](#)

Governance and Stewardship helps to avoid the proverb: "from shirt sleeves to shirt sleeves in three generations."

Our Governances and Stewardship consulting develops a structure which maintains healthy constructive family connections, and accountability from generation to generation, providing safe deliberation and idea exchange for the family.

FAMILY WEALTH AND CONSEQUENCES

Consulting Services



BUILDING FAMILY GLUE, RELATIONSHIPS, AND LEGACY

Our goal is to help create a lasting family legacy. Family wealth (cash, investments or a family business) often changes the relationship among family members, which can create friction and family dysfunction. We introduce many techniques to enhance the family's ability to work and play together.

- Identify and strengthen alignment of
 - Shared family values
 - Financial parenting techniques
 - What it means to be a family
 - Talking to kids about money
 - A shared power structure
 - Mutual respect and boundaries
 - Trust and genuine caring

**“Money
Changes
Everything!”**

- Build family consensus and better communication skills
 - New family traditions based on family values
 - Family activities that align values and interests
 - DISC Personal Profiling system to understand individual talents and communication styles
 - Rules and procedures for interacting and resolving disputes

FAMILY FACILITATION

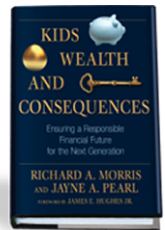
Our goal is to, provide a natural facilitation method, to help the family build consensus, effective communication skills and non-confrontational decisions, vision, and strategic direction.

Facilitation assignments include:

- Strategic Planning (Business, Family Office, Foundation)
- Mission Statement Development
- By-laws Creation and or a Governing Charter
- Family Meetings/Retreats
- Educational Meetings/Retreats
- Family Foundation Meetings
- Experience-Based Philanthropy: Setting up charitable giving plans and/or a family foundation to support the family's values, train the next generation and pass down the family's financial values by identifying:
 - Geographic Scope, Number, Size, Structure and Duration of Grants
 - Type of Support; General Operating Budget, Seed Money, Capital Improvements, Program Development/Expansion, Research, Advocacy/Public Policy
 - Type of Organization; Education, Religious, Human/Social Services, Health and Medical, Arts/Culture, Environmental/Animals, Foreign Affairs and Public Policy

FAMILY WEALTH AND CONSEQUENCES

Consulting Services



SUCCESSION PLANNING

Our goal is to assure there is a Succession Plan in place at a time of transition. The death of a family leader, or exit of a key employee is not the time to start assessing succession options. Families need a strong leadership succession in place well before a transition, to help the family through these often difficult and stressful transitions. We offer planning or support in the following areas:

- Succession Assessment, Structure Development and Transition Plans for Ownership and Leadership of Family Businesses, Family Offices and HNW Families
- Family Business Liquidity and Exit Strategies/Options

FROM FAMILY BUSINESS TO FAMILY OFFICE

Our goal is to help families transition into the next phase of their life when the company is sold.

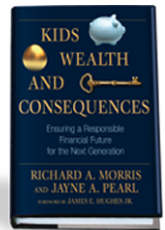
Often this transition is made easier by setting up a family office, physical or virtual (by using current and some new trusted advisors). Our services include:

- Identify how the family can continue -- or redirect -- its legacy of for future generations without the family business as the vehicle for transmitting its values.
- Discover a consensus of what wealth can and should accomplish for the family, individuals and philanthropic causes?
- Develop a governance structure to promote continued family harmony. ([click here/page 2](#))
- Determine which services (such as office support, insurance, other benefits and perks) the family business will no longer provide and help to facilitate a smooth transition of these services.
- Recognize other changes that may be needed to transition from illiquid stock to liquid cash.
 - new family services
 - potential new tax planning strategies
 - revise, change or create new wills, trusts, and insurance
 - business and philanthropic opportunities
 - options for investing together or separately
- How can the next-generation become independent wealth creators vs. dependent on the family wealth?

Wealth Fails to Transfer Because:
3% Financial planning, taxes and investments!
25% Unprepared heirs
60% Lack of communication & trust
Philanthropy, Heirs and Values, by Roy Williams and Dick Pressier

FAMILY WEALTH AND CONSEQUENCES

Consulting Services



EDUCATION

Our goal is to provide best in class education and information for affluent families, clients of financial institutions, wealth advisors, family offices, and private schools. We have several educational services:

\$KILLS-ASSESS™

We can provide a skills assessment tool to identify gaps in the financial knowledge of parents, children and young adults. Using this assessment, a customized program can be developed to deliver the knowledge needed.

HNW-\$SOCIAL-NETWORK™

High Net Worth families often have questions and concerns that can only be discussed with a person in a similar situation. Many times they do not have friends with whom they feel comfortable discussing these issues. We can set up a **private social online network** to allow HNW clients to interact anonymously or get in touch with each other. In either case they can exchange ideas, questions and thoughts about many subjects such as:

- 🍯 **Wealth Management:** philanthropy, elder care, employees, insurance, spending...
- 🍯 **Raising Kids:** trust fund babies, family disputes, child care, talking to kids about money...
- 🍯 **Travel:** safety, best places to stay, using/owning private jets, exotic pursuits...
- 🍯 **Second Homes:** where to buy, care takers, fighting real estate taxes...

We can also monitor the private social network and help people find the answers outside the private community, if no one has an answer.

Where do kids Learn about Money?

- 87% of parents believe children learn at school
- 90% of kids say they learn from their parents

Source: JumpStart Coalition for Personal Financial Literacy

FAMILY WEALTH AND CONSEQUENCES WORKSHOPS AND RETREATS

Our Programs Includes: ■ Case studies, research and exercises based on the book *Kids, Wealth, and Consequences* ■ Self-surveys, lifestyle/values inventories and financial checklists ■ Guided questions and communication methods ■ Educational experiences, techniques, games, and simulations

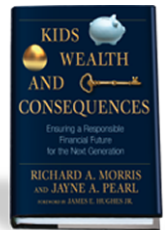
- 🍯 **Raising Financially Responsible Children** [1 to 3 hours]
[Addressing Parents' Most Pressing Questions and Problems \(click here/page 6\)](#)
- 🍯 **Kids, Family Business and Consequences:** [2 to 4 hours]
[Preparing Successors to Handle Wealth Responsibly \(click here/page 7\)](#)
- 🍯 **Smart Financial Retreat** [half day to 3 days]
[Financial Skills, Financial Values, Tools and Action Plans \(click here/page 8\)](#)

EDUCATIONAL FORUMS/INSTITUTES/UNIVERSITIES

Providing consistent education (on a quarterly, or by-annual basis) We can provide a turnkey educational experience on subjects that HNW families want and need. Our contacts in the HNW industry give us access to the best speakers on any HNW subject. We will identify topics and speakers; arranging rooms, A/V needs, food and beverage; marketing, registration, and name tags— **a total turnkey operation** – just show up learn and network!

FAMILY WEALTH AND CONSEQUENCES

Parent Workshop/Keynote



100% of The New Family Office Forum workshop participants indicated:
"This session was valuable and I would recommend it."

Raising Financially Responsible Children

Addressing Parents' Most Pressing Questions and Problems [1 hour to 3 hours]

Wealthy parents work hard to create and preserve their wealth, but often fail to prepare the next generation to handle it responsibly. Living in the high net worth environment presents parents with many challenges in bringing up their children with the proper balance and values surrounding their affluence. Subjects covered based on time allowed and audience interest:

A combination of parenting and financial advice. They'll not only learn how to shape future generations, but also gain insight into the meanings they themselves attach to wealth."

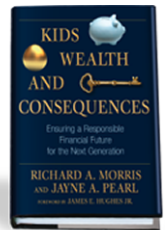
Angela Leeper, Foreward
Magazine,
March/April 2010

- 🔑 **Talking to Kids About Money:** Who, when, what, how and why?
- 🔑 **Defining the Family's Financial Values:** What are the five primary financial values? How can parents instill them? To what extent do parents model them? How do their kids feel about money: guilty, entitled, or uninterested?
- 🔑 **Identifying Intergenerational/Legacy Goals:** What is money for? How long will it last? What should parents leave behind? How do attendees calculate a sustainable spending rate?
- 🔑 **Navigating the High Net Worth Environment:** What are the pros and cons of leaving money behind? How do parents define success? When should they let their kids make mistakes or bail them out?
- 🔑 **We can also cover topics listed in our Smart Financial Retreats ([click here/page 8](#))**

All our programs provide a safe, open and comfortable forum for exploring different approaches, strategies and tactics to navigate the often-confusing parenting minefield specific to the wealthy.

FAMILY WEALTH AND CONSEQUENCES

Family Business Workshop/Keynote



100% of Family Business Magazine/Stetson University workshop survey participants indicated:
"This session was valuable and I would recommend it."

Kids, Family Business and Consequences:

Preparing Successors to Handle Wealth Responsibly [2 to 4 hours]:

Wealthy parents work hard to create and preserve their wealth, but often fail to prepare the next generation to handle it responsibly. When a family business is part of the equation, no matter how well parents have trained their children to take the business reins, if successors are not responsible wealth owners, the business and their own financial and emotional health will be at risk. Subjects (based on time allowed and audience interest) can include:

"Many of the ideas, concepts, and suggestions will be revelatory for many dealing with inter-generational issues of wealth creation, preservation, and transfer."

Jeffrey E. Horvitz,
Vice Chairman of Moreland
Management Co

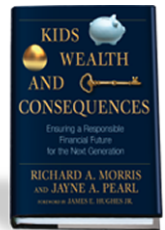
- 👉 **Successful Choices:** How can one harmoniously integrate a family and business, and provide children successful and happy career choices?
- 👉 **Preparing Successors to Handle the Business:** How can parents give their children real-world business experience without putting the business at risk?
- 👉 **Talking to Kids About Money:** Who, when, what, how and why?
- 👉 **Defining the Family's Financial Values:** How can parents instill financial values? To what extent do parents model them? How do their kids feel about money: guilty, entitled, or uninterested?
- 👉 **Identifying Intergenerational/Legacy Goals:** What is money for? How long will it last? What should parents leave behind? How do attendees calculate a sustainable spending rate?
- 👉 **Navigating the High Net Worth Environment:** What are the pros and cons of leaving money behind? How do parents define success? Should they let their kids make mistakes or bail them out?
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FAMILY WEALTH AND CONSEQUENCES

Smart Financial Retreats

[half day to 3 days] Customized to your needs



Topics most often included are: (based on time allowed and audience interest)

Smart Financial Skills

- **Creating Purposeful Allowance:** How to base it on financial responsibilities.
- **Savings Plans:** Enticing kids to save with goals, incentives and budgeting.
- **The Five Financial Values:** Tell yourself no, differentiate between wants and needs, tolerate delayed gratification, make tradeoffs, develop a healthy skepticism.
- **Financial Life Skills:** Basic banking, compound interest, reading statements and invoices, electronic banking, check writing, paying bills, FICO scores, the proper use of credit cards and debt, and more.
- **Developing Investment Acumen:** Asset classes, asset allocation, VIX, P/E ratios, risk tolerance, the efficient frontier, performing due diligence and more.

Smart Financial Values

- **Talking to Kids About Money:** Who, when, what, how and why?
- **Separating the Family Worth From Self- Worth:** Finding one's own purpose and value in life that has no connection with the family money
- **Defining the Family's Financial Values:** What are the five primary financial values? How can parents instill them? To what extent do parents model them? How do their kids feel about money: guilty, entitled, or uninterested?
- **Identifying Intergenerational/Legacy Goals:** What is money for? How long will it last? What should parents leave behind? How can attendees calculate a sustainable spending rate?
- **Navigating the High Net Worth Environment:** What are the pros and cons of leaving money behind? How do parents define success? When should they let their kids make mistakes or bail them out?
- **Experience-Based Philanthropy:** Setting up charitable giving plans and/or a family foundation to learn about giving to those in need, the family's values, donating responsibly, and investing.
- **Successful Choices for the Business Owner:** Successfully integrating owning and managing a business, finding family harmony and providing children with successful and happy career choices.

Audiences

Parents

Financially Preparing Your Kids: this retreat targets parents who want to teach their kids about finance. They will discover fun, effective, easy-to-implement interactive games, tools, and techniques to instill financial knowledge, skills and experience—all based on the family's financial values.

Families

Parents and Kids Working and Learning Together: this retreat is designed for families (parents, grandparents and children) to learn together to gain financial acumen and understand their financial values. The retreat is highly interactive to get the family to identify their financial values while learning specific financial skills. Our program can be custom designed to work with one family, multiple related families, or a group of families brought together by a sponsor.

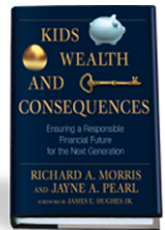
Kids

Preparing The Next Generation to be Financially Responsible: this program is custom designed using age appropriate techniques for elementary, middle, high-school kids, as well as young adults.

All our programs provide a safe, open and comfortable forum for exploring different approaches, strategies and tactics to navigate the often-confusing parenting minefield specific to the wealthy.

FAMILY WEALTH AND CONSEQUENCES

About the Facilitators



Rich and Jayne are seasoned speakers, having addressed audiences from intimate workshops to large community events and professional conferences

RECENT APPEARANCES:

- Family Firm Institute Annual Conference ■ Stetson Univ./Family Business Conf.
- Merrill Lynch FA Excellence Program ■ Wells Fargo ■ JP Morgan Chase & Co.
- New Family Office Forum ■ Institute for Entrepreneurial Excellence ■ Lake Forest, Ill. Rotary Club
- Schwartz Brothers Insurance ■ Marquis Jet Partners Inc. ■ Pioneer Valley Estate Planning Council
- Willets Road Parent-Teacher Organization ■ Batavia School District's Parent Academy

“The Kids, Wealth and Consequences session received high marks from attendees for its valuable content presented in an engaging format. It over delivered on expectations.”

**Barbara Spector, Editor-in-Chief,
Family Business Magazine**

“Morris and Pearl provide insights that are beneficial to all generations, share stories from families that are easy to relate to, and provide hundreds of tips, tools and recommended resources.”

**Jill Shipley,
GenSpring Family Offices**

“Rich is a fantastic speaker and knows just how to engage the audience on a very personal subject. His family experience allows him to cover a delicate topic with grace and humor. I highly recommend the workshop/seminar “ Pam Flaherty, Schwartz Brothers Insurance



Richard Morris is an adjunct professor at the Lake Forest Graduate School of Management and is principal of ROI Consulting, helping family owners expand and pass down their business to subsequent generations. Previously, he worked at his family's 80-year-old privately held company, Fel-Pro Inc., managing Marketing and then Acquisitions, and serving on the Board of Directors until its sale in 1998. Rich, co-author of *Kids, Wealth, and Consequences*, has spoken at family business centers across the country, and been quoted in the *Wall Street Journal*, *Crain's Chicago* and *Family Business* magazine. He earned his MBA from Kellogg School of Management, Northwestern University.

“Jayne is an engaging and inspiring presenter who offers a wealth of knowledge. Her expertise in the realm of financial issues that affluent families face is fresh and insightful. She offers pointed, actionable and sensitive ideas to help parents and children. Robert Sek, Wells Fargo Advisors

Jayne Pearl is a journalist and entertaining speaker, focusing on family business and financial parenting. In addition to co-authoring *Kids, Wealth, and Consequences*, she is author of *Kids and Money: Giving Them the Savvy to Succeed Financially* (Bloomberg Press) and has co-authored or ghost-written ten other books. Jayne began her career at *Forbes* and was former senior editor of *Family Business* magazine, to which she has contributed for 20 years. She has written hundreds of articles about family business, financial parenting, personal finance and business management. She has also appeared on PBS, CNBC's Power Lunch, NPR and CNN, and been quoted in publications such as the *Christian Science Monitor*, Reuters, *Forbes*, *Parenting*, *Real Simple*, *Working Mother* and *US News & World Report*.



**For More Information: Visit our web site at <http://www.kidswealthandconsequences.com/>
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