



Fundamental Questions Facing Family Wealth

- Overall
 - Is the focus and energy expended on the financial or the human capital?
 - Is the goal to avert negative outcomes or to enable positive fulfillment?
- The Family
 - What is the purpose of the wealth and the structures serving it?
 - What takes precedence: The plans and structures or the people who have to live within them?
 - Who serves whom – the structures serve the people... or the other way around?
 - Does “wealthy” mean “rich & powerful”, or does it mean “happy & healthy”?
 - Wealth = Wellbeing? (Wellness + Health)
 - How to prepare and engage the future generations – how to make them happy and fulfilled withing the structures...?
- The Enterprise
 - What is the purpose of the FO – managing risks or enabling the success and happiness of family members...?
 - What expertise is needed and where to source it – hire inhouse or outsource?
 - What skills, knowledge, development is needed to FO staff – and where to get it?
 - How to find, nurture, retain and engage FO staff...?
 - How to capture and transfer the knowledge from long-tenured staff?
 - What systems to put in place to best serve the family’s needs – and wellbeing?
- The Expertise
 - Is the expertise serving the financial capital or the human capital?
 - Are the human goals of wellbeing and happiness considered in the expert solutions?
 - What comes first: wellbeing or technical solutions?
 - How do technical experts deal with human needs and objectives – can accountants talk about wellbeing and happiness...?
 - How to hire, train, and grow talent capable of serving the future needs of Family Wealth?
 - What skillsets are needed to succeed in the future world of Family Wealth?
 - How to create flexible solutions (plans, structures, entities, technologies) that serve many generations with different needs, worldviews and definitions of “wellbeing”?
 - What capabilities (talent, expertise, offerings) to create and maintain internally vs. partner or outsource?
 - How to price and make a profit from serving the qualitative, wellbeing needs of families?