



The Differences Between Traditional Planning and Purposeful Planning



Passing **more
than wealth** to
our children &
grandchildren

Traditional Estate Planning

Purposeful Planning

- Transferring assets
- Focus on the balance sheet, assets & liabilities
- Transfer with the least amount of tax friction

- ✓ Transferring true wealth
- ✓ Family balance sheet – financial capital, human capital, intellectual capital, social-spiritual capital
- ✓ Captures your client's **vision and values**

Traditional Estate Planning

Purposeful Planning

Unintended **negative** consequences

- Affluenza
- Dysfunctional relationships with money
- Entitlement & trust narcissism

- ✓ **Antidotes** against affluenza, entitlement & trust narcissism
- ✓ **Preservation of life histories, life wisdom, purposeful stewardship, & seeds of gratitude**

Traditional Estate Planning

Purposeful Planning

- Evaluated by costs, expenses & taxes
- Provide children or grandchildren with assets and means that are well beyond their capacity to manage and steward
- Confidentiality & secrecy

- ✓ Evaluated by the success in preserving a family's **true wealth**
- ✓ Sustainability and commitment to our client's goals and vision
- ✓ Commitment to **preparing** heirs
- ✓ Open **communication, mutual trust & intergenerational vision**

A photograph of a desk setup. On the left, a portion of a silver laptop is visible, showing the keyboard with keys like 'delete', 'return', and 'command'. In the center, a light-colored, textured leather-bound notebook is closed, featuring a black compass rose design on its cover. A brown leather strap is wrapped around the notebook. To the right of the notebook, a pair of glasses with a dark frame and a brown strap lies on the dark surface. In the bottom right corner, two pens are visible: one with a dark, textured barrel and another with a light-colored, ribbed barrel. The overall lighting is soft and warm, creating a professional and thoughtful atmosphere.

Reflection...

How would you describe the benefits of purposeful planning to a colleague? To a client?