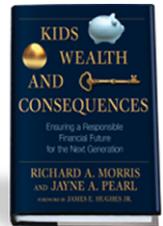


# PARENTS, WEALTH AND CONSEQUENCES: SMART FINANCIAL PARENTING PROGRAMS



## Meet Family Wealth/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 dysfunction. Money can provide education, comfort, travel and exposure to high culture, couture and cuisine. But money can also paralyze people and rob them of ambition and meaning.

SOLUTION

Impart financial values and instill financial skills. Rich and Jayne bring complementary skills and experience to their engagements. Rich, with more than a decade consulting with affluent families, has helped clients navigate the dark side of wealth. Jayne, a business journalist for 30 years and financial parenting workshop presenter (based on her previous book *Kids and Money*), has helped families understand their connections to and values around money.

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

### OUR MOST POPULAR PROGRAMS:

<b>Raising Financially Responsible Children Addressing Parents' Most Pressing Questions and Problems (<a href="#">click here/page 3</a>)</b> [1 hour to 3 hours]	<b>Smart Financial Retreat Family Skills, Tools and Action Plans (<a href="#">click here/page 4</a>)</b> [half day to 3 days]
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### 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.

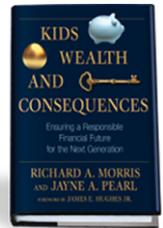
- 👉 How can parents foster independence, happiness and motivation?
- 👉 How do financial choices (spending, investing, estate planning) impact children's financial values and responsible use of money?
- 👉 How do intellectual choices (teaching kids about money and providing real-world experiences for them 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 the children's success and happiness?
- 👉 How do the events of the 2008 financial crisis reshape parents' financial values, vision and communication with their children?
- 👉 How can the next-generation become independent wealth creators vs. dependent on the family wealth?

### Each Workshop, Keynote and Retreat 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

For More Information: Visit our web site at <http://www.kidswealthandconsequences.com/>  
Richard A. Morris | 847-328-3096 | [rich@kwandc.com](mailto:rich@kwandc.com) Jayne A. Pearl | 413-256-1310 | [Jayne@kwandc.com](mailto:Jayne@kwandc.com)

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## About the Presenters

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.”

“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.”

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

**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.

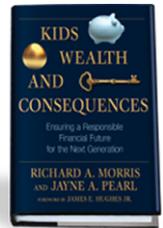
“Jayne is an engaging and inspiring presenter who offers a wealth of knowledge. Her expertise in the realm of financial issues that affluent families face is fresh and insightful. She offers pointed, actionable and sensitive ideas to help parents and children. Robert Sek, Wells Fargo Advisors

**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*.



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# PARENTS, WEALTH AND CONSEQUENCES: SMART FINANCIAL PARENTING PROGRAMS



## Our Most Popular 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."

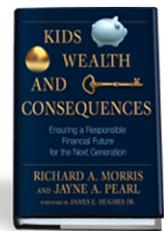
Angela Leeper, Foreward  
Magazine,  
March/April 2010

- 👉 **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 4](#))

**For Family Business Programs** ([click here/page 5](#))

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.

# PARENTS, WEALTH AND CONSEQUENCES: SMART FINANCIAL PARENTING PROGRAMS



## 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?
- **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?
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- **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.

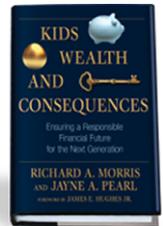
### Kids

**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.

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# PARENTS, WEALTH AND CONSEQUENCES: SMART FINANCIAL PARENTING PROGRAMS



## 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?
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