



DO YOU WANT...

- To be a leader in comprehensive wealth management services in order to attract and retain high net worth clients?
- To be knowledgeable in the best practices of wealth, life, and legacy planning, increasing client loyalty?
- To be seen by clients as qualitatively different from the competition by having all of your programs and practices reflect values that maximize the client's family assets and financial assets?
- To be a facilitator of constructive family meetings, fostering wealth stewardship, governance, and family communication?



WEALTH & LIFE PLANNING SYSTEM[®]

JOAN DIFURIA, MFT AND STEPHEN GOLDBART, PHD
WITH STACY ALLRED AND PETER SPEEK

TWO-DAY PROFESSIONAL ADVISOR TRAINING
JANUARY 31–FEBRUARY 1, 2013
SAN FRANCISCO, CA

- VALUES RETREAT (DAY ONE)
- ONGOING FAMILY MEETING PROCESS (DAY TWO)

THE FOUNDERS OF MONEY, MEANING & CHOICES INSTITUTE, INTERNATIONALLY RECOGNIZED EXPERTS ON THE PSYCHOLOGICAL CHALLENGES AND OPPORTUNITIES OF WEALTH, ARE PLEASED TO ANNOUNCE A TWO-DAY TRAINING PROGRAM TO STRENGTHEN YOUR WORK IN COMPREHENSIVE WEALTH AND LIFE PLANNING: THE MMCI WEALTH AND LIFE PLANNING SYSTEM®. THIS APPROACH PROVIDES YOU WITH A SYSTEMATIC FRAMEWORK FOR THE “SOFTER ISSUES” THAT IS BOTH PRACTICAL AND EMOTIONALLY INTELLIGENT.

THE CHANGED ROLE OF FINANCIAL PROFESSIONALS

Financial Planning today, particularly for high net worth clients, family businesses, and foundations, has expanded into life and legacy planning. Many of your clients—whether they be of old or new wealth—want you to have skills and strategies to help them think through and make important life decisions, so that their choices reflect their most significant values and goals. They want you to be their trusted advisor, and at times, family facilitator or consultant.

A comprehensive approach to planning should help clients make decisions about what they want to preserve for themselves, their children and the greater community. In addition to the technical aspects of wealth management, it is about managing the family’s total assets, having a map to guide your work. Ultimately, a state-of-the-art wealth management protocol helps a family preserve and grow their financial and family assets, while simultaneously furthering the long-term relationship with the client and the next generation.

WEALTH AND LIFE PLANNING SYSTEM

The Money, Meaning & Choices Wealth and Life Planning System® is a practical, values-based framework that brings together life planning with financial decision-making.

The first component of the system is the *Values Retreat*, which lays the foundation for the ongoing client engagement process. The work product of this six-hour meeting provides a values-based map to help guide your client’s decisions about the sharing, saving, spending, and transferring of money. Its step-by-step approach enables clients to:

- Clarify money-related questions, issues, and concerns
- Determine operational money values to be used as a basis for decision-making
- Create concrete action plans in regard to financial decision-making, estate planning, family governance, lifestyle balance, strategic philanthropy, and legacy they want to live and leave

Using Best Practices of families who have succeeded in both the preservation of family wealth and family unity, the Values Retreat empowers your client and family to reach values-based agreements about money matters, helping to transform emotional conflicts that are divisive into opportunities for family unity and family communication. In sum: Advisors and their clients will gain consistency about values and goals, providing guidance and a common language about small and large money matters.

The Values Retreat sets the stage for the *Ongoing Family Meeting Process*, a customized approach to the implementation and management of comprehensive wealth and life planning objectives. These facilitated intergenerational family meetings:

- Develop shared family values and mission, for the family, family business, and/or family foundation

- Foster effective money communication and conflict resolution between the generations, enabling parents and adult children to be clear about each other's intentions and perceptions.
- Discuss expectations and guidelines for
 - Individual and family goals
 - Trustee, guardianship, inheritance and estate planning
 - Distributions
 - Bloodline vs. non-bloodline issues and decisions
 - Blended family issues
 - Succession
- Develop governance to enable rational, constructive decision-making based on shared family values
- Wealth responsibility and stewardship: how to best manage the impact of wealth on next generation family members.
- Promote financial literacy
- Foster accountability and follow-through
- Encourage family connection, family culture, and heritage
- Enhance and focus competencies of family members, including next generation leadership

TWO-DAY TRAINING PROGRAM

In this two-day training, advisors will learn how to employ the MMCI Wealth and Life Planning System to expand their basic platform of client engagement, offering methods and tools to bring together both financial and life planning. We also discuss strategies for effectively marketing a wealth and life planning practice. Completion of this program is a requisite to become a licensed facilitator of the MMCI Wealth & Life Planning System.©

Day One is on the core strategy of the MMCI Wealth & Life Planning System, with a focus on learning the skills needed to facilitate the *Values Retreat*.

Day Two will be on implementation and management of an *Ongoing Family Meeting Process*. The focus will be on the application of the Values Retreat work product to the creation of the agenda, governance, and strategy for ongoing family meetings.

Each day will include specific recommendations on the client engagement process, how to best maximize opportunity and minimize risks.

Each day can be taken separately, or as a complete two-day curriculum.

By completing this two-day training, participants will learn how our system provides a framework and tools for:

- Attracting and retaining high net worth clients and their families
- Initiating clients and their families into a wealth and life planning model
- Having family meetings about money
- Developing governance that is suited to the needs and objectives of each family
- Handling the emotional issues that get in the way of financial decision-making
- Beginning the process of creating customized curriculum on financial literacy, communication skills, family philanthropy, and legacy
- Identifying and talking about each family member's short- and long-term emotional concerns about money matters
- Determining family core money values—the foundation for financial decision-making
- Effective two-way conversations about money
- Helping clients achieve their optimal balance for how they prioritize and spend their time
- Thinking through philanthropic issues and plans
- Creating a legacy plan that passes on your client's most important stories and principles

Additionally, we will provide a brief curriculum on the key psychological issues of having and inheriting money. This includes a model that describes how clients progress through predictable stages of wealth identity development. Advisors will learn how to more effectively predict and respond to client's psychological money-related issues, ultimately becoming more effective and efficient in the financial decision-making process.

THE WEALTH PSYCHOLOGY CURRICULUM

- Assessment tools: Introduction to two tools for the assessment of Affluence Intelligence and Couples and Money Issues Strategies for handling next generation wealth psychology issues
- Key questions that high net worth clients are asking of themselves and their families in order to create a financial, personal, and social legacy
- The issues and differences between earned, inherited, and sudden wealth and how these factors affect client financial behavior

- How to assess a client's capacities and challenges as they progress toward the development of a mature "wealth identity"
- The role of family history, culture, and religion in understanding how these factors affect money communication and financial decision-making

Throughout the two-day training we will discuss the appropriate client situations for employing all or part of the MMCI WLP into your work. We will also discuss how to contain/set limits with excessive client demands or emotional difficulties outside the scope of your expertise.

The program blends didactics, PowerPoint slides, and role play processes. We engage advisors in exercises in which they will learn to use the strategies presented by the instructors. We provide training materials supplemented with key talking points and tools.

Our overall aim is to leverage and enhance your existing process and programs with the goal of fully integrating what we believe are the best practices of soft-skills into the fabric of what you already do well.

TRAINING PROGRAM

INVESTMENT:

Two-Day Small-Group Training: \$1800

Day One, January 31, 2013: \$950

Day Two, February 1, 2013: \$850; \$725 for participants who have already completed a prior WLP training program.

Workshop is the prerequisite to licensure as authorized facilitator.

Licensing Fee: \$500 for year one licensure as authorized facilitator.

LICENSURE INCLUDES:

- MMCI Wealth and Life Planning Five-Step Workbook.
- Telephone coaching follow-up calls.
- Membership in the MMCI provider network.
- Eligibility to participate in the annual MMCI-WLP network meeting.
- Listing on the MMCI website as designated professionals.

FOR REGISTRATION, PLEASE CALL:

MMC Institute at (415) 267-6107 or email: drstepheng@mindspring.com

WHO WE ARE



Co-Director Joan DiFuria combines a unique and proven expertise in business and psychology to provide high level leadership development to senior level executives. She works with corporate leaders, financial professionals, venture philanthropist groups and private clients in order to achieve their chosen business outcomes and highest visions. Ms. DiFuria completed the Harvard Business School Program for Management Development and has eighteen years of industry experience as National Marketing Director and Director of Long-term Strategic Operations for the world's largest multi-national metals distribution corporation. This work included experience in the commodities market. Her clients included companies such as Westinghouse, General Electric, and Reynolds Aluminum. (License Number MFT 28995).

Co-Director Stephen Goldbart, Ph.D. is a licensed clinical psychologist with over thirty years experience as clinician, professor, author, public speaker, and organizational consultant. His long-standing interests include the psychology of major life transitions, the real meaning of wealth, and the challenges of intimacy. Dr. Goldbart consults with individuals, families, and organizations to help them find a sustainable and fulfilling balance of personal, professional, and philanthropic interests. He provides coaching and consulting services to financial professionals and senior executives. Dr. Goldbart is on the faculty of the Marin Psychotherapy Institute where, for over twenty years, he has taught seminars and workshops. He is co-author of the book *Mapping the Terrain of the Heart: Passion, Tenderness and the Capacity to Love*. (Psychologist License Number 6132).

The work of both Joan DiFuria and Dr. Stephen Goldbart has been featured in numerous media including newspapers such as: *Wall Street Journal*, *New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, and *Financial Times*; magazines such as: *Newsweek*, *Money Magazine*, *Wired*, and *Town and Country*; television shows, *MSNBC Morning Show*, *NBC with Tom Brokaw*, *CBS Morning Show*; and radio including NPR, BBC, KQED, and KABC.

They are the co-authors of the recent book, *Affluence Intelligence*, and the Affluence Intelligence Blog on the Psychology Today website.

Both appear publicly before audiences including national radio and television, philanthropic organizations and professional associations. Topics have included issues such as: having successful multigenerational family meetings, the emotional issues of wealth and inheritance, raising children in affluent families, effective philanthropy from the inside out and strategic life planning.



Stacy Allred is a Director in Merrill Lynch's Wealth Structuring Group. Ms. Allred joined Merrill Lynch in 1999 in the San Francisco office and relocated to the Seattle area in 2005. Previously, she spent nine years with Ernst & Young LLP providing comprehensive financial planning and tax services to multi-generational family groups and executives. Her experience includes planning for income and estate taxes, retirement, philanthropic, investment strategy, insurance, and employee benefits. Ms. Allred has worked extensively in developing tactical diversification strategies for concentrated positions. Additionally, she reached thousands of individuals through conducting financial planning workshops, empowering individuals to make informed financial decisions and take action to improve their financial well-being. Ms. Allred earned her BS in Accounting and Business and earned a Masters in Taxation, with distinction, from DePaul University. Ms. Allred is a Certified Financial Planner, Personal Financial Specialist and Certified Public Accountant in the State of California.



Peter Speek has been working with MMCI for more than six years. Mr. Speek's background as a highly successful CEO, producer, and director as well as a private investor, inheritor, wealth creator, and wealth holder brings a broad range real life perspective to his work at MMCI. He previously co-owned and was the CEO of Warren Miller Films for fifteen years before selling it to Time Warner. Mr. Speek was a second generation CEO of his family's business and is also a family CEO and mentoring trustee. He has firsthand understanding of how all the parts of having wealth and family businesses integrates, especially how the professional advisory team works in a way that best serves the wealth holder's values and psychological needs. Mr. Speek is particularly interested in wealth transfers and family business succession and how they can be created and implemented in ways that increase their challenging odds of being successful.