

PURPOSEFUL PLANNING

CAPTURING YOUR VOICE, YOUR VISION, YOUR
VALUES AND YOUR WISDOM.



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IMAGINE . . .

You are once again in your attorney's conference room, but today is finally the day to sign your estate planning documents.

You have chosen your attorney carefully, hiring only someone you were convinced would listen to your goals and objectives and someone who gave you confidence she could produce exactly the documents you need.

You have spent hours with counsel – investing your time, your physical and mental energy, and a significant amount of money – to get to the point where the papers at hand are ready for your signature.

Once again, your lawyer reminds you of the Goal of Estate Planning:

“You want to control what you have while you're alive and well, provide for yourselves and your loved ones should you be incapacitated and, at death, to transfer what you have to those you want to have it, when you want them to have it while transferring your wisdom along with your wealth.”

As you and she read through the pile of papers once more, all the documents are there -- your trust, a will, health care directives, powers of attorney and all the other ancillary documents that your attorney explained complete your plan.

IMAGINE . . .

It's quite a package and it looks and sounds like your lawyer has translated your goals and objectives into the right legal words and phrases. She covers the parts designed to reduce taxes and protect assets. It seems probable that probate will be eliminated or abbreviated. Everything seems technically correct and that your counsel did all that you asked of her.

You take up your pen and you're about to sign when it's as though you hear again ". . . **to transfer OUR WISDOM along with our wealth . . .**"

You hesitate and ask yourself, "As much as I believe this plan is correct -- for the sake of me and my loved ones and what I hope for them and for us -- do these pages really say all I need them to say?"

"If you tore off the front page and the back page of all these documents and removed my name, is there anything here that would tell my family this came from ME?"

"Is this really MY plan? Will my loved ones hear MY voice in these pages? As they read all this, will they find MY dreams, MY highest purposes and a clear glimpse of MY soul and personality?"

"Can I even have that in an estate plan?"

"Something is missing."

TO FILL THE VOID -- PURPOSEFUL PLANNING.

In our experience, everyone has two kinds of treasure – the things they value and the people they love.

Every plan is a VALUES statement.

Every plan can and should be an act of love, faith and hope. Especially through a Purposeful Trust, we can share our love through generosity and bless the lives of those that matter most. We can express our faith in them, our belief and confidence in their potential and our vision for their happy and healthy future.

Your own words are the most eloquent and effective expressions of your deepest purposes, hopes and dreams. Your own words are the best way, if not the only way, to share those thoughts with those you treasure.

When a loved one hits a rough spot in the Journey of Life, they can turn to the words you gave them for encouragement, affirmation and empowerment.

A Purposeful Plan is the BEST way to capture YOUR VOICE, YOUR VISION, YOUR VALUES, YOUR GUIDANCE and YOUR WISDOM.

THE FIRST “PURPOSEFUL PLAN”

On July 9, 1799, six months before he died, President George Washington signed his Last Will and Testament. A priceless historical treasure, he wrote it by hand on fifteen sheets (30 pages) of specially prepared paper containing his watermark.

Washington's will is a remarkably personal document. A man of considerable wealth, Washington predictably placed great priority on the care and comfort of his wife Martha and, beyond that, made financial gifts to other members of family.

He made special provisions for the emancipation, care and education of his enslaved workers, gave shares of stock to finance the creation of a school to educate orphans and bequeathed 50 shares in the Potomac Company to endow a university for the District of Columbia.

Even in conveying his personal effects, Washington's gifts were **richly PURPOSEFUL**.

In Washington's day, a military officer would no sooner leave his home without his sword than to leave without his pants! A sword was a status symbol to civilians. To veterans, it was an emblem suited to one's rank, often worn as a visible reminder of bravery. Swords often served to connect one generation of a family to another as they were handed down from the person who had worn them to his descendants.

THE FIRST “PURPOSEFUL PLAN”

In his will, Washington gave swords to his nephews. As you read the words of his bequest, consider what it says of his love of family, his love of country and his aspirations for both:

“To each of my Nephews, William Augustine Washington, George Lewis, George Steptoe Washington, Bushrod Washington and Samuel Washington, I give one of the Swords or Cutteaux of which I may die possessed; and they are to chuse (sic) in the order they are named. —These Swords are accompanied with an injunction not to unsheathe them for the purpose of shedding blood, except it be for self-defense, or in defense of their Country and its rights, and in the latter case, to keep them unsheathed, and prefer falling with them in their hands, to the relinquishment thereof.”

With these words, Washington gold-plated those items with **significance, meaning and principle**.

Almost all the swords stayed in his family for generations.

“BUT,” YOU SAY, “I’M NOT GEORGE WASHINGTON”

We may not be as eloquent as George Washington, but our voices can speak just as powerfully to those we love when put our own words in our estate plans.

What if your trust said this?

REFLECTIONS OF A PROUD FATHER

Don't doubt your abilities and never quit. You didn't know that word as a kid and I suspect you will go out of this world the very same way. When you read this, I hope you will feel my love and know how much joy it gave me to be able to leave you not only modest financial wealth but also the richest quotes and wisdom I could remember. Use the money and the wisdom to enjoy all the great opportunities I am sure you will come your way. Always remember how proud a Dad you have made me. Love you, Your Dad



“BUT,” YOU SAY, “I’M NOT GEORGE WASHINGTON”

Or this?

TO MY PRECIOUS DAUGHTER

The day you were born, April 24, 1981, was one of the most blessed days of our lives. The anticipation was over, and you were finally in our arms. Hundreds of tears were wept as God presented His gift to us. It has been said that tears of joy are evidence of the Holy Spirit working in our lives. If I ever needed proof that the Lord is good, your life was confirmation.

From the moment I laid eyes on you, my heart exploded with love and joy. It is difficult to explain how instantaneous that feeling was. Your dainty features, dimpled cheeks, long fingers, big eyes, and pink lips were so precious and perfect, it would have been impossible not to love you. But as each day has passed, I could only love you more. And now you are a beautiful mother, both inside and out. Your inner beauty, love of life and humor has brought joy into my life daily. I thank God I was privileged to be your Mom.

“BUT,” YOU SAY, “I’M NOT GEORGE WASHINGTON”

Or this?

OUR DREAMS FOR YOU

We have tried to find just the right words to express our hopes and dreams about how the Trust we are creating for each of you will be a positive influence in your life. Your mother found this wisdom from Mother Theresa just a few weeks before we had our first appointment with Ms. Carlton, our estate planner. We hope these words will help you be all we believe you are capable of becoming:

Life is an opportunity, benefit from it. Life is beauty, admire it. Life is bliss, taste it.

Life is a dream, realize it.

Life is a challenge, meet it. Life is a duty, complete it. Life is a game, play it. Life is a promise, fulfill it.

Life is sorrow, overcome it. Life is a song, sing it. Life is a struggle, accept it. Life is a tragedy, confront it.

Life is an adventure, dare it. Life is luck, make it. Life is too precious, do not destroy it.

Life is life, fight for it.

These are not the words of legendary patriots, accomplished poets or professional wordsmiths. They're simply the words of loving parents.

THE SEVEN KEYS OF PURPOSEFUL TRUSTS

The centerpiece of your Purposeful Plan can be a Purposeful Trust.

Purposeful Trusts are distinguished in several ways:

Capturing Your Voice and Vision – How can a trust be your trust without your voice? The Purposeful Trust is drafted in the first person. More importantly, text boxes or “windows” capture expressions of your purposes and intent, not in legalese but your very own words. These italicized messages are conveyed directly to your heirs among the “legal” parts of the plan. If the first and last page were ripped off from your trust, your family would still know whose it is.

Clarity and Understanding – Your Purposeful Trust is prepared in plain English. If technical legal language creates complexity, summary and example boxes can help explain both the context and purpose of the planning. A glossary of defined terms, roles and concepts also helps clarify things.

Purpose Clauses: The Heart of the Purposeful Trust – Powerful purpose clauses capture your vision for how you want your Purposeful Trust to benefit your family, friends, favorite charities and community.

THE SEVEN KEYS OF PURPOSEFUL TRUSTS

Name: The Symbolic Power of a Trust's Name -

Planners often overlook how naming a trust can connect both Beneficiaries and Trustees to the purpose and meaning of your plan. The best name for a trust is one you choose which evokes your deepest purposes, hopes, dreams and vision.

Guidance: The Value of Sharing Your Life Wisdom Through Guidelights for Beneficiaries and Guidance for Trustees -

Sharing lessons distilled from your life experiences are the best Guidelights for your beneficiaries. Your life wisdom can be a bright light to illuminate their life path. Written reflections of the virtues on which you have anchored your life or a collection of your favorite quotes may be of greater value to your family than the financial assets they inherit. Trustees can also use these Guidelights to administer your Purposeful Trust faithfully to your intentions.

Transforming Heirlooms and Cash Gifts into Priceless Treasures and Lasting Legacies -

When a gift of tangible personal property includes your story about the item's background or its special meaning to you (for example, Washington's swords), or when a cash bequest is paired with a heartfelt statement of purpose and significance, the gift becomes a priceless treasure and a lasting legacy.

THE SEVEN KEYS OF PURPOSEFUL TRUSTS

Planting Seeds of Gratitude – Expressions of your love, your belief in the goodness and potential of your family members and your appreciation for the memories they have given you are seeds of gratitude. Embedded in your trust, those seeds of gratitude can grow into an antidote to entitlement and fuel empowerment and future happiness.

THE PURPOSEFUL TRUST TOOL BOX: PURPOSEFUL VISIONING EXERCISES

You are not left on your own to create your Purposeful Trust. A Purposeful Planning attorney can provide more than a dozen tools to help capture your voice, convey your purposes and tell your vision directly to your loved ones. We call these resources the Purposeful Visioning Exercises.

Some of the tools in your tool box:

What Kind of Trust Would I Want? – An Exercise to help you visualize a trust that will enhance the lives of those you love and to help you move from a "Control" mentality to a "Purposeful" mindset.

I Want My Children to Hear My Voice – An Exercise to capture your expressions of Love (a genuine desire to enhance the life of your beneficiaries), Faith (a sincere belief in their potential for growth) and Hope (your visions for the opportunities that your gift will do for them.)

THE PURPOSEFUL TRUST

TOOL BOX: PURPOSEFUL

VISIONING EXERCISES

Memories of The Day You Were Born / The Day You Joined the Family – An Exercise to capture the positive emotions and most memorable experiences of the birth of your child (or the day they joined your family) and your child's early years. This gives you the opportunity to preserve heartfelt expressions of love and your hopes and dreams for them.

I Won The Child Lottery – An Exercise to capture positive emotions and memorable experiences regarding your child(ren). To reflect on your love for your child(ren) enhances your own cognitive abilities and vision. Heartfelt expressions and positive reflections are gifts in themselves that your child(ren) will appreciate.

I Won The Grandchild Sweepstakes – An Exercise to capture your love for and pride in your grandchildren. Whether or not you leave money, treasured heirlooms or some other asset to a grandchild, your words to them may be the gifts they appreciate most. Such positive emotional energy may be the fuel to help them surmount whatever adversity comes.

THE PURPOSEFUL TRUST

TOOL BOX: PURPOSEFUL

VISIONING EXERCISES

Why A Trust? Why This Trust? – An Exercise to define the "WHY's" of your trust beyond the common "Legal and/or Tax" reasons. A Trustmaker should reflect on: (1) Why am I doing this? and (2) How would I want to be treated if someone created a trust for me?

Name That Trust – An Exercise to help you harness an opportunity that most Trustmakers miss -- selecting a name for your trust that is symbolic, inspirational, powerful and FUN.

The Bridge Builder's Roadmap – An Exercise to create Guidelights -- what you want your family to know to navigate the Road of Life successfully. Guidelights are those things you have learned as keys to an abundant and fulfilling life.

The Gift of Wisdom – An Exercise to help you recall and preserve the best of the life wisdom you have learned from your own experiences and the VIPs (Very Influential People) in your life.

The Guardian's Roadmap – An Exercise to help you create guidance for your child's guardian. Should you pass away while your child is a minor, what should the guardian know to nurture and successfully launch your child in Life?

THE PURPOSEFUL TRUST

TOOL BOX: PURPOSEFUL

VISIONING EXERCISES

The Trust Compass / Values & Virtues – An Exercise to help you identify and articulate those bedrock principles, virtues and values that a trustee and the beneficiaries should always consider in investing, administering and making distributions of the trust.

An "ATM" or a "Purposeful" Trust – An Exercise to help you give trustees guidance with clear statements of intent and purpose. A Purposeful Trust needs a "Generative Trustee" -- one who will make distributions consistent with the purpose of the trust to maximize the positive impact for the beneficiary.

Why This Family Business (LLC, Corp., Enterprise) – An Exercise to help you identify and articulate the guiding principles and primary purposes for your Family Business - beyond just "Legal and/or Tax" reasons. To define those "WHY's" can underpin the creation and foundational documents of your LLC or corporation and provide Guidelights for future behaviors.

THE PURPOSEFUL TRUST TOOL BOX: PURPOSEFUL VISIONING EXERCISES

The exercises generally follow a question and answer or “interview” format. You can write your responses to the questions, dictate them to a digital recorder or type your answers. Whatever works best for you.

Another option is a Purposeful Conversation with counsel. Your lawyer asks you questions, your answers are recorded and transcribed. Though you begin with the same questions in the Visioning Exercise, history has shown that a conversation will take your discussion deeper and further than you first imagined.

Whether you “fly solo” or with a “Co-Pilot”, the Visioning Exercises establish and enrich the true Power and Purpose of your plan.

A DIFFERENT KIND OF SIGNING CEREMONY

Imagine again you are in your attorney's conference room, and it is the day to sign your trust.

Then again, maybe the setting is your home or some other place of special significance to you and your family.

Either way, you have the option to create a more meaningful signing ceremony -- the opportunity to create a priceless moment your child will remember always. Having your loved ones present as you review and sign your Purposeful Trust can project and crystallize the love and positive substance of your Purposeful Trust.

For your estate plan to succeed – for your loved ones to thrive and enjoy themselves and each other from your estate -- we urge healthy and empowering communication with and among your heirs. In a meaningful signing ceremony, you begin to convey your views on the responsibilities of Wealth Reception and what it means to be an “an “Excellent Beneficiary”. By including your descendants when you sign, they may begin to understand how to prepare themselves for significant control and autonomy over their inheritance as good stewards of your gifts.

YOUR NEXT STEPS

Work with a law firm that offers a formal and comprehensive design, funding and maintenance program to create and maintain your estate plan, a firm that is also trained and well versed in the concepts and tools of Purposeful Planning.

Firms like ours that do Purposeful Planning are prepared to guide you through Purposeful Visioning Exercises and, at your request, participate in Purposeful Conversations.

Purposeful Planning does require more time, energy and effort from you and your counsel. The exercises you choose and whether we meet to complete them will affect the cost of your plan. However, experience has shown that these exercises and the conversations we have on these matters enrich your plan and gratify your family in priceless and countless ways.

A counseling-oriented Purposeful Planning attorney values the relationships forged for you and your family. He will work with you and your family to create a plan that genuinely captures and communicates **your Voice, your Vision, your Values, your Principles and your Wisdom.**

Contact our office if you'd like more detailed information on Purposeful Planning.

If you are ready to create a Purposeful Plan, contact our office to schedule an appointment.

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**FOR YOU, YOUR FAMILY, YOUR BUSINESS &
YOUR LEGACY**



Purposeful Planning Institute