Mastery Program (101)

Module #1 The Key of Capturing Our Client's Voice & Vision

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SAMPLE OUTLINE

Session #1: The Key of Capturing Our Client's Voice & Vision

Date/Time: Thursday, January 9th at Noon ET (60 Minutes)

Program Materials:

- The Key of Capturing Your Client's Voice & Vision
- Helen E. Rosen Sample Purposeful Trusts (HERS)
- Henry I. Sample Purposeful Trust (HIS)
- TrustWork Assignment #1

Exercises:

- What Kind of Trust Would I Want
- I Won the Child Lottery
- Memories of the Day You Were Born
- The Gift of Wisdom
- The Guardian's Roadmap
- A Tribute to My Mother

Summary: How can a trust be your trust if it doesn't contain your voice? The Purposeful Trust™ is drafted in the first-person. But more importantly, text boxes capture expressions of your purposes and intent. This allows our client's heirs to hear their parent/grandparent's voice. If the first and last page were ripped off of your client's Purposeful Trust™ his/her family would still know it was a legacy especially created for them.

Key Points:

- The complexity and sterility of our legal documents is a complaint our client's often have but don't express to us.
- A recent survey of HNW clients revealed that at least 9 out of 10 clients don't feel that their estate plans dealt with what matters most to them.
- When our estate planning documents are just the traditional boilerplate it's very easy for the client's descendants to think that was the "lawyer's plan"….that's not my parent's/grandparent's plan. That's true even though the dispositive plan is exactly what we discussed with the client.
- Capturing the Trust Creator's voice and vision and bringing those into the trust or will is possible without destroying the legal pristineness of the document.
- Capturing the Trust Creator's voice, vision, values and life wisdom and integrating that into the documents powerfully transforms our client's plan. It's no longer just another cookie cutter plan full of legalese and boilerplate. Now it drips meaningfully with warm expressions of legacy and generativity.
- Beneficiaries develop a genuine emotional attachment to the trust instrument when it speaks to them personally and in the voice of their parent or grandparent.
- A Trust which speaks in the "first person" resonates much more powerfully with the beneficiaries and can lead to "Tears at the Signing Ceremony" and "Tears at the Reading Ceremony" experiences.

The art of capturing the Trust Creator's voice, vision, values and life wisdom can be greatly facilitated through the use of the exercises the Purposeful Planning Institute has adopted

UPFRONT SUMMARY

REVISED 8-11-2021		
MODULE 1		
Lesson 1	The Five Toxicities of Non-purposeful Trusts & Transfers The Miranda story—an example of trust narcissism and dependency. When John A confronted the "Is There a Better Way?" question, everything shifted. John A began to observe there were serious toxicities associated with non-purposeful transfers and trusts.	Video 7-1-21 Recording 21:41 minutes Draft 2 – 12:34
Lesson 2	My Journey Towards Mastery (John A's Story) As a purposeful planner, I began to help clients to think more positively about the impact their plan would be and how they could avoid corrosive unintended consequences.	Video Draft 2 – 9:10
Lesson 3	What Does Purposeful Planning Encompass? Let's examine what it takes to help our clients become a Trust Creator, not just a trust maker or signer. A purposeful planner looks for ways to bring purposeful planning into all facets of their client's life and legacy. The Four Step System for Purposeful Planning The Seven Keys of Purposeful Trusts, Gifts & Legacies.	Video 7-1-21 Recording 17:37 minutes Draft 2 – 6:55
Lesson 4	Purposeful Legacies What is the difference between a Purposeful Legacy/Gift and a Purposeful Trust/Will? What are the advantages of Creating an Emotional Bond to the Trust, Gift or Legacy our client is leaving?	Video Draft 2 – 10:50
Lesson 5	The First Key - Capturing Our Client's Voice & Vision Purposeful Discovery starts with the Whys. The art of capturing the Trust Creator's voice, vision,	Video 7-1-21 Recording 14:14 minutes

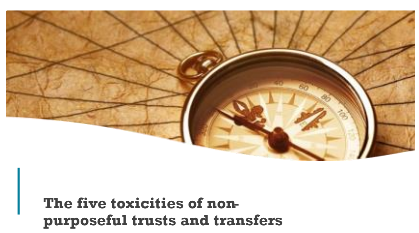
	values and life wisdom can be greatly facilitated through the use of the exercises the Purposeful Planning Institute has adopted. The First Key of Capturing Our Client's Voice & Vision is foundational and virtually all of the Keys of Purposeful Gifts, Trusts & Legacies are built on this foundation.	Draft 2 – 8:02
Lesson 6 (OLD 5.2)	Purposeful Visioning Exercises Throughout Mastery we will be discovering at least 15 Purposeful Visioning Exercises. Here's an introduction to a few of these exercises which enable us to capture our client's voice and vision. These exercises are essential in helping our client's bring warmth, positivity and generativity into their estate and transition planning.	Video Draft 2 – 6:10

STORYBOARD

Learning Objectives:

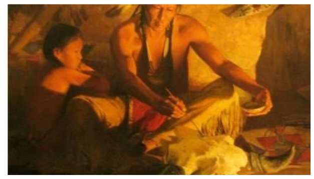
- Describe the difference between a purposeful client experience and the traditional client experience.
- Identify ways to discover the client's "whys."
- Practice purposeful visioning exercises

Lesson1: The Five Toxicities of Non-purposeful Trusts and Transfers

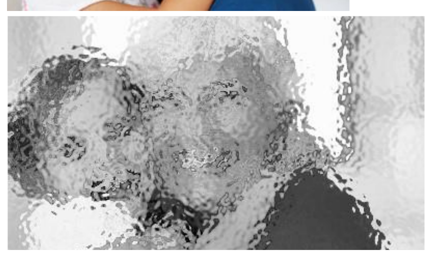
SCRIPT	**GRAPHICS**	**AV NOTES**
I'd like to share a few stories and experiences that started me on my journey towards mastery and you may have similar experiences. It was early on a Tuesday morning following a long three day weekend thanks to a federal holiday. My secretary buzzed me to say:" Miranda's on the phone. She is absolutely hysterical…cursing and screaming. I suggested to tell her to calm down and call us back when she can talk rationally." I replied, "Barbara, just put her through to me," anxious to demonstrate to my new secretary my incredible people skills. "Good morning, Miranda" was my cheerful greeting as the call was transferred to me. "I want you to fire that %$&%&^$ Trustee" was her livid and immediate response. "Miranda, I can tell something		*Cut module & lesson title in narration PPT only then split screen @1:15

terrible has happened with your trust. What is it?" "It's my check…my blippity blip check" she shouted. The blippity blip of course was a stream of obscenities. "What about your check?" "I just checked the mailbox…that blippity blip check isn't here." "Miranda, when does your check normally come?" It always comes on the 2^{nd} or the 3^{rd} was her curt reply. I knew that she had just turned 21 recently and the bank trustee had started sending a monthly check to her approximately one-twelfth of the mandatory income distribution she was to receive. I believe that monthly check was in the neighborhood of $2000. Just enough money for Miranda to drop out of college and live off her trust distributions. "Well," I replied, "If you normally get the check on the 2^{nd} or 3^{rd} that means the bank sends it out on the 1^{st}. But the 1^{st} was a Saturday. And, Monday was a federal holiday. So that means the bank is sending your check out today. You should have Weds or Thursday at the latest." Her angry reply shocked me. "That's not my blippity blip problem…that's their problem…. they should have known I'd need that check today." I probed further and discovered Miranda had spent the holiday weekend with friends in a mountain gambling district, had written checks that were going to bounce to cover her gambling losses."		

@3:26 As I reflected on how dependent, how entitled, and how disincentivized Miranda was, I realized there was a huge disconnect between the original purpose her grandparents had in creating a trust to ensure their descendants would have the best educations possible, as well as access to capital to get successfully launched in adult life through home ownership or starting a business, and where Miranda was languishing in life. Miranda was quite content to live from one trust distribution to the next.		
@4:35 Five Toxicities of Long-Term Trusts As I examined the Miranda experience more carefully, I began to catalog what I would come to call the Five Toxicities of Long-Term Trusts and Non-Purposeful Gifts and Structures: Actually I've observed more than just five toxicities. But I've distilled the most corrosive toxicities into this list of five I'm going to share with you. @4:59 These are what I call the toxicities of traditional, non-purposeful planning: dependency, disincentivization, disempowerment and disengagement, entitlement and trust narcissism, and the loss of connection to the purpose and meaning of the gift.		Split screen Transition each phrase and icon: @5:12 dependency, @ 5:14 disincentivization, @5:16 disempowerment and disengagement, @ 5:20 entitlement and trust narcissism, @5:22 and the loss of connection to the purpose and meaning of the gift.

@5:27 The Texan So I'm going to share another story - the artwork that you see In this slide, no longer hangs where it did for almost 20 years of my professional career. It stood outside the Colorado Secretary of State's office in a skyscraper in downtown Denver. Every morning I'd walk from the parking garage to my office, passing pass and admiring this painting by David Mann that is entitled The Wisdom Keeper. This painting of an Indian elder passing on wisdom and values to a young Indian inspired me as I focused on not just handing money to children and grandchildren, but to find ways to help my clients create gifts of wisdom and values. I'm not suggesting you adopt this image as your inspiration. But find something that you look at early each day which will continue to inspire you and fuel your journey to Mastery. A few years after my Miranda experience. I was referred to a Hoss Cartwright sized man who was the majority shareholder of a natural resources company. The advisors who were introducing me to this prospective client had been working with him on creating a powerful and extremely complicated estate plan for several years. But they were frustrated because they couldn't get him to		Start Split screen @6:00 John A only

sign the documents. They knew I was pioneering new ways to bring our clients' voice, vision, values and life wisdom into their plans and trust documents. So we agreed to meet one morning at this man's office. As the receptionist ushered me into this huge conference room, I saw his two key advisors sitting at one end of the table, a beautiful square table which could seat 40. I took a place a few chairs down from them on another end of the table. We left a chair for their client, my prospective client, assuming that he would sit down with us. We would be close together. Instead, he walked to shake hands. He gave me a John Wayne handshake you know the kind that forces you to your knees. He was almost six five and a Texan living in Colorado. Anyway, he walks all the way to the other end of the table. So he couldn't be further away from us and where he chose to sit. Then he kerplops this five-inch thick or so estate document on the table. And he immediately dives into it. He says, I guess you know why you're here and I said, well, I have an idea but I'd love to hear why you think I'm here. He says well these documents pointing to the stack in front and we've been working on this plan with these guys and with the legendary firm that wasn't the name of the firm for purposes of this story for two years now and this is what they've created. But the problem is if you rip the first		

and last page off of these documents my family would never know that that was my I plan. I'm not going to create a plan that's going to plan for now and just generations. For perhaps a millennium and not have the beneficiaries know who I was, what mattered most to me and what my hopes and dreams for them were. So this is one of the great teachers who helped me understand that when you rip the first and last page off of traditional estate planning documents it could be almost anybody's plan In fact, in many cases, it will be more the lawyers plan that the client's plan.		
@11:57 Traditional planning-that is so sterile…so silent in terms of the client's voice, vision or values, so full of complexity and boilerplate, obscures our client and is virtually unrecognizable as our client's plan or documents except for the pages where the client's name appears. if we rip the first and last pages from an estate planning document, it really could become much like a faceless grantor. Almost anybody's plan.	 	Spilt screen Transition to blurred slide @12:27 END @ 12:29

Knowledge Check/Reflection Question		How have the five toxicities of non-purposeful planning affected your clients and their families? How do you see the application of purposeful planning impacting these?
Quiz question	Purposeful Planning can provide an antidote to the five toxicities of long-term Trusts True	
TrustWork Assignment		
Program Materials	• The Key of Capturing Your Client's Voice & Vision • Helen E. Rosen Sample Purposeful Trusts (HERS) • Henry I. Sample Purposeful Trust (HIS) TrustWork Assignment #1	
Exercises	• What Kind of Trust Would I Want • I Won the Child Lottery • Memories of the Day You Were Born • The Gift of Wisdom • The Guardian's Roadmap • A Tribute to My Mother	

## Quiz 1. Capturing the Trust Creator's voice and vision and bringing those into the trust or will is not possible without destroying the legal pristineness of the document. False 2. A recent survey of high-net-worth clients revealed that only 1 out of 10 clients don't feel that their estate plans dealt with what matters most to them False 3. The two phases of Purposeful Estate/Legacy Planning are Discovery and Design. False 4. Purposeful Planning can provide an antidote to the five toxicities of long-term Trusts True 5. A majority of boomers plan on taking a different approach to estate planning than their parents did and the majority have ensured that their estate plan deals with their goals, wants and objectives. False		