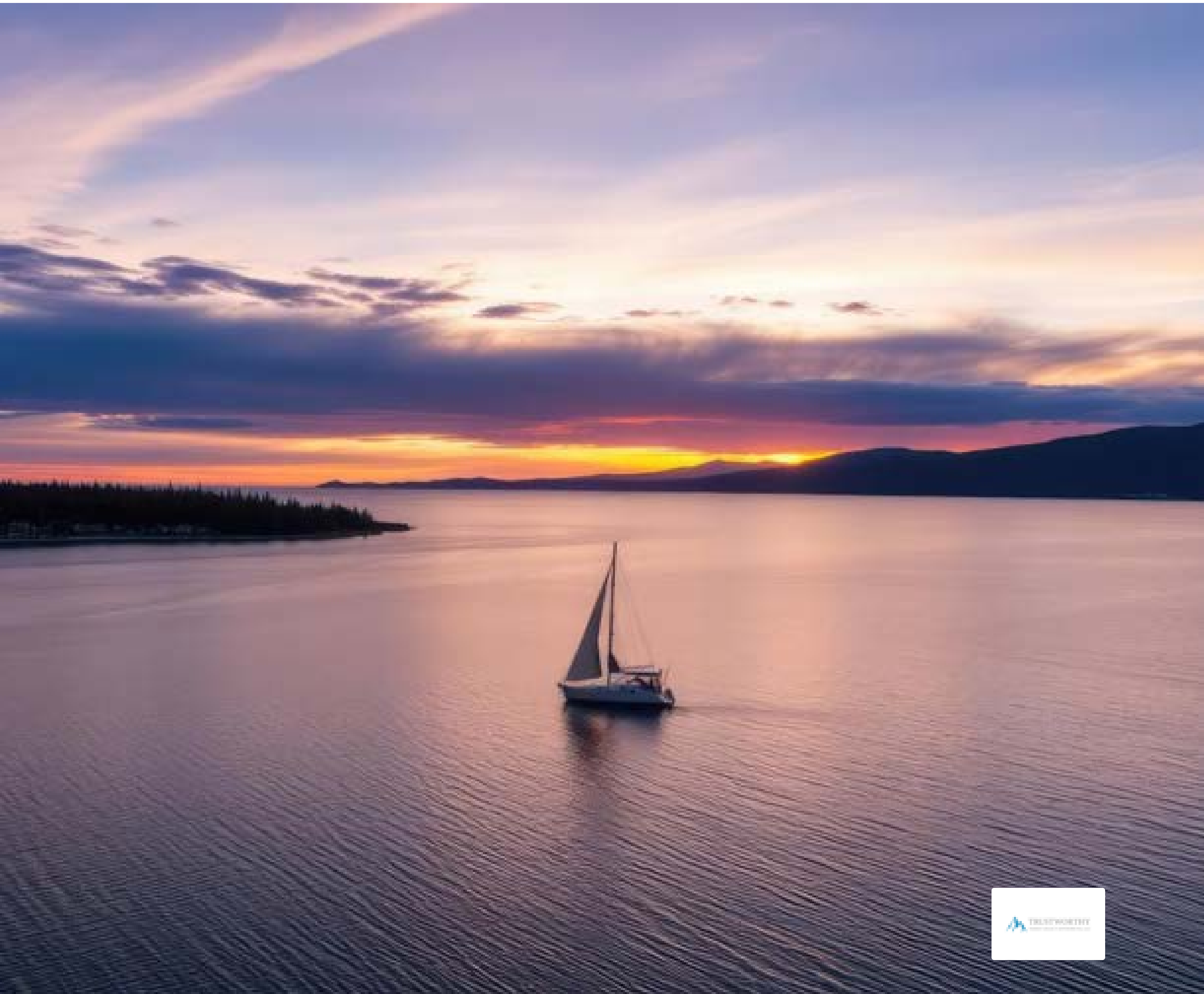
# Trustworthy



Welcome to the Wealth Mindset series, presented by Trustworthy & Family Legacy Advisors. In these brief but powerful modules, you will discover the mindset shifts and practical tools to preserve wealth, foster trust, and strengthen your family's financial legacy for generations. You can think of it as an inheritor's user manual.

A wealth mindset is not about having money in an account. It's about how you think about money, responsibility, opportunity—and legacy.

It's the difference between seeing wealth as a burden... or as a tool. As something to protect... or something to grow.

At Trustworthy & Family Legacy Advisors, we believe that long-term wealth preservation starts within your family's story—inside your beliefs, your values, and how you communicate them.

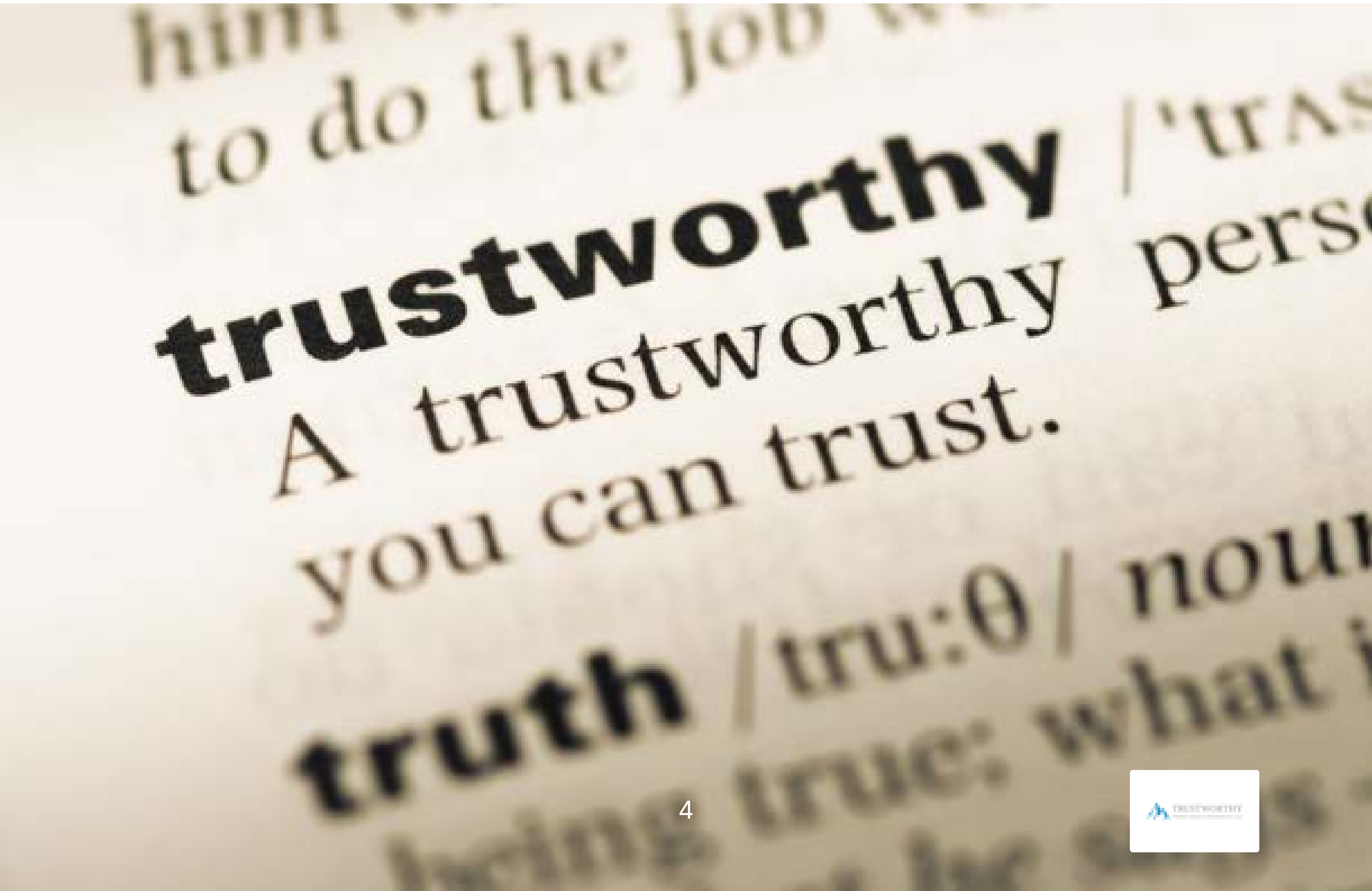
TRUSTWORTHY

FAMILY LEGACY ADVISORS NA, LLC

# Module 1: Principles of a Wealth Mindset

Let’s explore a few key principles that define a wealth mindset:

1. **Clarity over confusion.** People with a wealth mindset ask, “What matters most to us?” before “What should we buy or invest in?”
2. **Values-based decision making.** They align money choices with family values—generosity, independence, education, freedom, family connection, adventure, stewardship—whatever matters most to you.
3. **Long-term vision.** They think in decades, not just quarters. They’re building something that lasts.
4. **Resilience and adaptability.** Every family will face change as the years pass—market shifts, disagreements, losses. A wealth mindset says, “We adapt. We stay aligned. We grow.”



# The Two Brothers

Let me tell you a story we've seen versions of many times.

Two brothers—Michael and James—inherited a thriving business from their parents. Same legal structure. Same financial advisors. But within five years, the business had collapsed.

Not because of bad planning—but because of *unspoken assumptions*. James saw wealth as something sacred to preserve. Michael saw it as fuel for risk and growth. Because their values conflicted, they could not work together. Without conversations about their parent's values and shared vision, resentment built, and so did stalemate and bad decisions.

A deeper dive into their wealth mindset would have made those assumptions visible—and at least open to conversation.

# What This Represents For You

So ask yourself: *What does wealth mean to me, really?* Is it security? Freedom? Power? Contribution?

Everyone has beliefs they've inherited—sometimes without realizing it. Your mindset has been shaped by your upbringing, your family dynamics, and even your unspoken fears.

Answering these questions will help you bring those beliefs to the surface—and choose what serves your family's future best.

Take a few minutes to reflect and write out your answers to the following questions:

- "When I think of the word *wealth*, what comes up for me?"
- "Growing up, what did I learn about money—spoken or unspoken?"
- "Are my overall feelings about wealth mostly positive or negative?"

# Module 2: Assessing Your Beliefs About Wealth

# The Psychology of Belief

Our beliefs about money are usually formed early—long before we ever have a bank account or paycheck.

Maybe you grew up hearing: *“Money doesn’t grow on trees.”*

Or “Money is the root of all evil.”

Or, “Money doesn’t buy happiness.”

Or, “I deserve or don’t deserve money.”

Or, “Rich people are....”

These become part of your inner script—the automatic thoughts that shape how you spend, manage, save, invest, give, or even talk about money.

And here’s the thing: Most people don’t realize their script is even playing.

# Beliefs Drive Actions

Remember the story in the book about the 40-year-old Texas woman who inherited a sizable sum from her grandmother. The Business Insider article stated that her life spiraled out of control from a "windfall she had no idea how to manage". She was overwhelmed with her newfound wealth and despite hiring a financial advisor she said that "things quickly went off the rails."

She initially blamed her "champagne taste" as the reason for the economic nosedive but upon later reflection after the cash was mostly gone, she was able to identify some deeper issues about money that caused her to behave so irresponsibly. She admitted "fear and inadequacy surrounding the inheritance and initially it was relieving to have it but quickly turned into feelings about not being good enough or worthy and deserving of having money."

These feelings caused her to quit her job, go on road trips, start buying expensive jewelry, and having fancy dinners daily, etc. The loss of her inheritance was purely a result of emotional and behavioral issues that had nothing to do with the money itself.

You might imagine her beliefs being something like:

*"I don't deserve the money."*

*"I'm not good enough to handle wealth."*

*Those beliefs determined what she did with her newfound wealth.*

# Your Beliefs Drive Behavior

Every financial decision you make is shaped by a belief—conscious or not. I like what my friend Tony Robbins says: “A belief is a feeling of certainty”.

Beliefs will determine what you will and won’t do. Beliefs will determine what you will and won’t even try.

Beliefs can be ***empowering*** and motivate you to take action, or to get back up when you fall down, or beliefs can be ***limiting*** and sap your motivation and desire.

You have beliefs about ***yourself*** (I am.....a good person. Lovable, attractive, athletic, introverted, shy, smart, unlovable, interesting, boring....).

You have beliefs about ***others*** (People are mostly good, mostly trustworthy, people are untrustworthy and will take advantage of you, people are out for themselves...most people work hard, most people are lazy.....).

And you have beliefs about how the world works (Life is a gift, life is a blessing, life is a rat race....).

You can have ***global belief***s (I am...., people are....., life is....).

You can also have ***contingent beliefs*** (If I work hard, then I’ll get ahead; it doesn’t matter what you know it’s who you know; I’ll never get ahead no matter what I do).

# Let's have you look at your beliefs about wealth.

Some beliefs are empowering:

✅ *"Money is a tool for impact."*

✅ *"I am capable of building wealth with integrity."*

✅ *"Money is a gift."*

Others quietly sabotage your goals:

❌ *"I'm not good with money."*

❌ *"We shouldn't talk about wealth in our family—it creates conflict."*

❌ *"More money, more problems."*

# Your Money Memories

Think back—before age 12. Jot down your answers to these questions:

What do you remember hearing or observing about money?

Who controlled the money in your house?

Who had the power when it came to making financial decisions?

Who made the decisions?

Was money a source of security, fun, adventure? Or was it a source of tension?

List phrases or behaviors you remember from childhood around money. Circle the ones that shaped your view most strongly.

We're not judging the past. We're simply becoming aware—so you can choose which beliefs to keep, and which to change.

# Respond to the following questions:

1. **What do you currently believe about your ability to build or preserve wealth?** *(Is it fixed? Is it flexible? What limits you?)*
2. **Which beliefs do you want to *carry forward* into your family legacy?**
3. ***Which beliefs do you want to shift?***

Every legacy begins with awareness. When you uncover your beliefs, you gain the power to shift them.

A mindset for wealth doesn't mean you always feel confident—it means you are willing to look at what drives you... and decide how you want to lead going forward.

# Module 3: Aligning Your Values with Wealth

# You’ve started to uncover the beliefs that shape how you relate to money. In this module, we will introduce another key concept—your *values*.

Because wealth without values... is just numbers changing hands.
Wealth with values? That's a legacy that can last.

# The Why Behind the What

In our work with families, we often ask: *“What do you want your wealth to do?”*

And we get answers like: *“I want to provide opportunities.” “I want to give back.” “I want to protect what I’ve built.”*

These answers are *value-based*. They point to what really matters—freedom, generosity, stability, impact.

Values are the compass behind your financial map. Without that compass, it’s easy to drift—into conflict, confusion, or regret.

# Discovering Your Values

Let's help you define your values. Firstly, what is a value?

A value is a principle that matters deeply—something you're willing to act on, even when it's inconvenient.

Common values in family legacies include:

✅ Education ✅ Generosity ✅ Stewardship

✅ Gratitude ✅ Resilience ✅ Freedom✅ Security

✅ Integrity ✅ Connection ✅ Excellence

✅ Contribution ✅ Spirituality ✅ Adventure

The key is not just choosing values—it's *living* them in your daily actions and in your financial decisions.

# Goals vs. Values

Let's pause for a moment on an important distinction:

A **goal** might be: "Buy a vacation home." A **value** might be: "Create connection and experiences across generations."

When your goals serve your values, you feel energized, aligned, and purposeful.

But when your goals conflict with your values—say, accumulating wealth while feeling guilty for not giving—you'll feel friction.

That's why alignment is so important. You can be smart *and* meaningful with your wealth. It's not either-or.

# 85th Birthday Reflection

Imagine it's your 85th birthday. Imagine all the people who will be there, family, friends, and colleagues. Imagine a number of them speaking about you as a person, and about the impact and influence you have had personally and professionally.

What words or stories come to mind?

What values do those actions represent?

Now think about how you spend your time, energy, and money.

If yes—great. If not—it's time to adjust the course.

# Values and Rules

Much of what we do and how we act is governed by rules. Rules are often inherited through our family of origin’s practices, beliefs and norms. Rules can also be inherited from the culture you grew up in or the culture in which you reside. The potential issue with rules is that we often follow them unconsciously. We adopt them unchallenged. Worse, we then project these rules onto others, assuming that everyone has these same rules. Hey, if they work for me then they must automatically be right for everyone else!

Instead, let’s seek to understand what our rules are, perhaps even the origin of our rules, and think through them objectively. From there you can decide whether these rules make sense as is, or you can alter them as needed.

# Values and Rules Definition Exercise

From the list of values on the following pages (or add any you'd like) select the five or six values that matter most to you—personally, professionally, and in your relationships.

# Personal Values

- Health
- Adventure
- Growth
- Integrity
- Peace of mind
- Freedom
- Spirituality
- Learning
- Simplicity
- Creativity

# Relationship Values

- Love
- Trust
- Communication
- Empathy
- Respect
- Loyalty
- Intimacy
- Partnership
- Support
- Fun

# Professional Values

- Excellence
- Leadership
- Innovation
- Collaboration
- Accountability
- Achievement
- Service
- Influence
- Recognition
- Financial security

List of top values:

1. ______________________________________
2. ______________________________________
3. ______________________________________
4. ______________________________________
5. ______________________________________
6. ______________________________________

# List out your Rules

For each of your top values, determine the ***rule*** you have created in order to feel that you are living or fulfilling that value. The questions to ask are:

What has to happen in order for you to feel ________________________?

***Example: What has to happen in order for you to feel that you are secure? Or generous?***

or,

How do you know when you have ________________________?

***Example: How do you know when you are secure? Are being generous?***

And / or

How often do you need to experience _______________________ in order to feel ______________________?

(donating / generous)?

***Example: How often do you need to hear from others that you are generous to feel it?***

# Determine how your Values and Rules show up now in your life

For each of your values and rules, determine the extent to which you are living these values, and identify any gaps you may have between what you say, and what you actually do (in terms of time, energy, presence, money....).

| Value | Rule | Gap |
|---|---|---|
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# Where are my expressed values and rules aligned with my behavior, and where do I have a gap?

How do my values and rules compare with others in my life (spouse, partner, children)? Is there anything I want to adjust? What conversations do I need to have?

How could my current financial plan better reflect these values?

**Bridge the Gap**

List one action you can take this month to better align your actions with your values.

When your financial plan is aligned with your deepest values, every dollar becomes more than currency. It becomes a carrier of meaning.

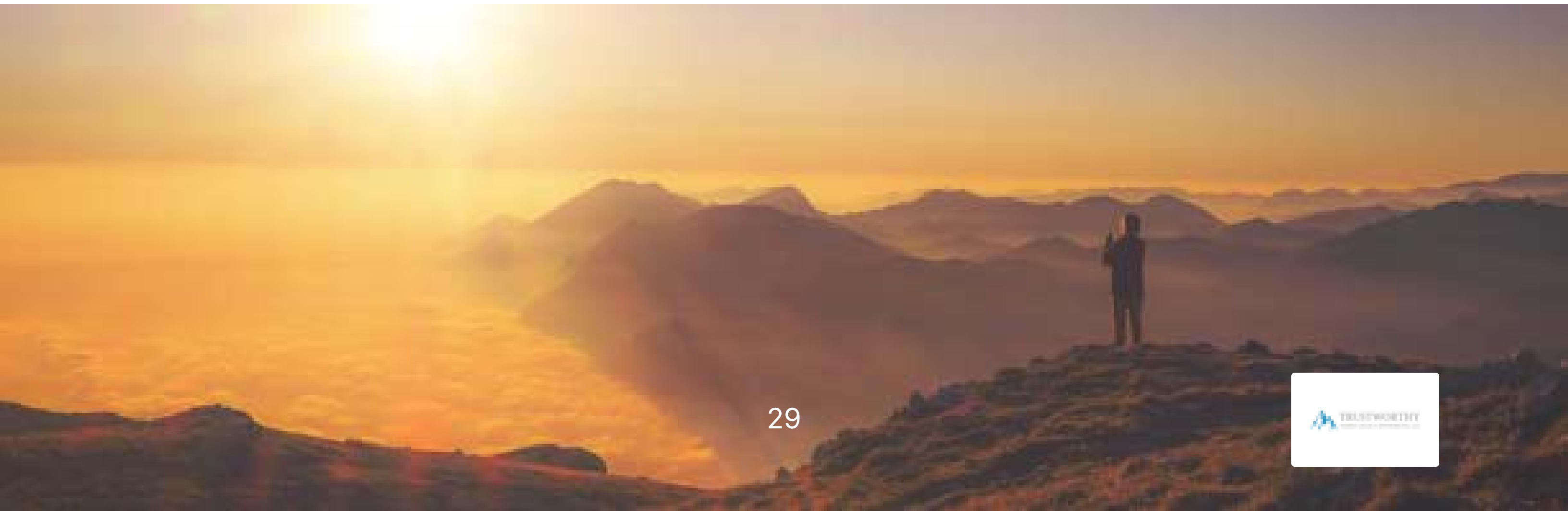
And when your family shares and understands each other's values, you build a foundation of trust that lasts far beyond a broker statement.

# Module 4: Cultivating a Growth-Oriented Mindset

# Legacy isn't just what you inherit. It's how well you are equipped to carry it forward.

And while tax strategies are important... even more important is your mindset.

In this module, we're going to explore how cultivating a *growth-oriented mindset* can help your family preserve wealth, purpose, and unity—even in the face of challenge or change.



# Fixed vs. Growth Mindset

Psychologist Carol Dweck introduced the idea of a "growth mindset" as the belief that your abilities and intelligence can be developed through effort and learning.

In the context of wealth, a fixed mindset might say:

❌ "We're not a financial family."

❌ "I'm just not good with numbers."

❌ "I don't want to mess up what others built."

A growth mindset says:

✅ "I can learn."

✅ "Mistakes are how we improve.

✅ "Our family is evolving—together."

# The families that thrive across generations are the ones who learn *together*.

In order to ***develop a growth mindset***, let's revisit the limiting beliefs you listed out from Module 2.

For each limiting belief, ask yourself these questions:

What is the percentage I believe in this? 100%? 75%? 50% or less?

What would I have to see, experience or know to shift this belief?

Who is someone who has a different belief? Is there a way to seek them out?

What could I learn to help shift my belief?

From what other of my successes can I borrow from? What made me successful there? How did I learn, grow, and develop?

# Old and New Beliefs

List out your old, disempowering belief, and your new empowering beliefs and the reasons you believe it.

| Old belief | New belief | Reasons to believe |
| --- | --- | --- |
| I'm no good with money. | I can learn whatever I need to. | I believe that because in the past .... |
| | | |
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## The Family That Adapted

One Trustworthy family came into significant wealth after the sale of a business. Their first instinct was to protect it at all costs—no risks, no changes.

But as markets shifted and younger generations asked for new strategies—like impact investing and philanthropy—the matriarch said something powerful:

"We built this wealth by being adaptable. Let's honor that by continuing to grow."

# Why Growth Matters in Legacy

A growth mindset increases:

- **Curiosity** about how wealth can evolve
- **Resilience** in the face of setbacks
- **Communication** when generations see things differently
- **Leadership readiness** for rising family members

Wealth isn't static. Neither are families. Your mindset must be able to stretch and update with both.

# Personal Growth & Family Impact

Ask yourself:

- Am I willing to learn about areas of wealth that I've avoided?
- Can I model growth for others, especially younger generations?
- Do I welcome new ideas, or resist them?

Growth doesn't mean recklessness—it means openness. The most respected legacy leaders are those who say, "I don't know, but I'm willing to learn."

# Practices for a Growth-Oriented Mindset

Here are three habits that build a growth mindset:

1. **Reflection before reaction.** Instead of defaulting to "No," pause and ask, "What can we learn here?"
2. **Normalize mistakes.** Every legacy has bumps. The key is what you learn and how you respond.
3. **Stay curious.** Learn about philanthropy. Impact investing. New asset classes. Ask your advisors questions. Invite your family into dialogue.

Curiosity keeps wealth alive—and aligned.

# Reflection Exercise

Write out your response to these prompts:

1. **When was the last time I felt challenged around a financial decision? How did I respond?**
2. **Was I open, or reactive? (Examples: charitable giving, business succession, family budgeting)**
3. **List 1–2 ways we could expand how we think or act around wealth.**

# Growth as a Legacy Trait

Growth is not a phase—it's a posture.

Families that grow together *stay* together. They update their knowledge, adapt their systems, and empower the next generation to do the same.

In our next video, we'll shift focus from personal mindset to family dynamics. How do you create a culture of open communication and readiness across generations?

# Module 5: Fostering Family Communication and Readiness

# You can have the most detailed estate plan, the sharpest investment strategy, the most advanced trusts in place...

But if your family can't communicate, the whole plan is at risk.

In this module, we focus on a critical—and often overlooked—pillar of legacy: **Family Communication and Readiness**.

# Why Communication Is the Foundation of Legacy

**In our work at Trustworthy and Family Legacy Advisors, we've seen a truth play out over and over again:**

*When families communicate clearly and consistently, wealth tends to grow and unify.*

## When they don't, it divides.

Misunderstandings about money are often *really* misunderstandings about values, trust, expectations, or past experiences.

And here's what research by Williams & Preisser (2003) shows:

In over 60% of failed wealth transfers, the primary causes were **breakdowns in trust and communication.**

# The Silent Successor

One family we worked with had a daughter—let's call her Maya. She was bright, capable, and deeply committed to the family's mission.

But she told us, *"My parents never really explained their vision. I feel like I'm stepping into a story that wasn't meant for me."*

When we helped the family create intentional conversations—around values, decision-making, and roles—Maya became one of the family's greatest strengths.

She didn't need to be handed a business. She needed to be handed *a seat at the table.*

# Key Elements of Family Readiness

Family readiness is both emotional and practical.

It includes:

✅ Shared values and vision

✅ Understanding of financial and legal structure

✅ Clarity of roles and expectations

✅ Emotional safety to ask questions or disagree

✅ Regular, structured conversations

And it's not just for the "next generation." Readiness is a two-way street.

# Tools for Healthy Family Dialogue

Here are a few strategies we recommend for opening and maintaining meaningful family dialogue:

1

**Family Meetings with Structure** Use an agenda. Define roles. Include education, updates, and space for personal check-ins.

2

**Legacy Letters** These are personal reflections—written or recorded—where you share your story, beliefs, and hopes for the future. (These often impact more than a will ever could.)

3

**"Wealth Stories" Interviews** Invite each family member to share their first memory of money, what wealth means to them, and what they hope for the future. You'll be amazed at what you learn.

4

**Outside Facilitation** A neutral third party (like a coach, advisor, or therapist) can help when emotions are high or roles are unclear.

# Reflection: What Needs to Be Said?

Take a breath.

Is there a conversation you know you've been avoiding?

- Maybe it's clarifying a decision.
- Maybe it's explaining *why* you made a choice—not just *what* the choice was.
- Maybe it's asking for input or forgiveness.

The goal isn't to agree on everything. It's to stay connected in the conversation.

Family readiness isn't a one-time conversation.

It's a culture.

# Reflection Exercise

# Write out your responses to the following questions:

**"When has our family communicated well?"**

- What helped?
- What can we replicate?

**“When have we avoided communication?”**

- What’s one conversation our family hasn’t had—but should?
- What was the cost?
- What would I say now if it felt safe?
- What role do I want to play in family wealth discussions?
- Where do I feel uncertain, confused, or left out?

**Micro-Commitment:** Choose one small action to start a needed conversation this month—write a note, share a story, schedule a family check-in.

# Ready Together

Families don't need to be perfect to be powerful.

They just need to be willing—to talk, to listen, and to grow together.

# Module 6: Taking Action — Building Habits for Wealth Preservation

# Legacy doesn't live in a document. It lives in your *habits.*

In this final module, we'll help you create habits that preserve not only your wealth—but your wisdom, relationships, and purpose.

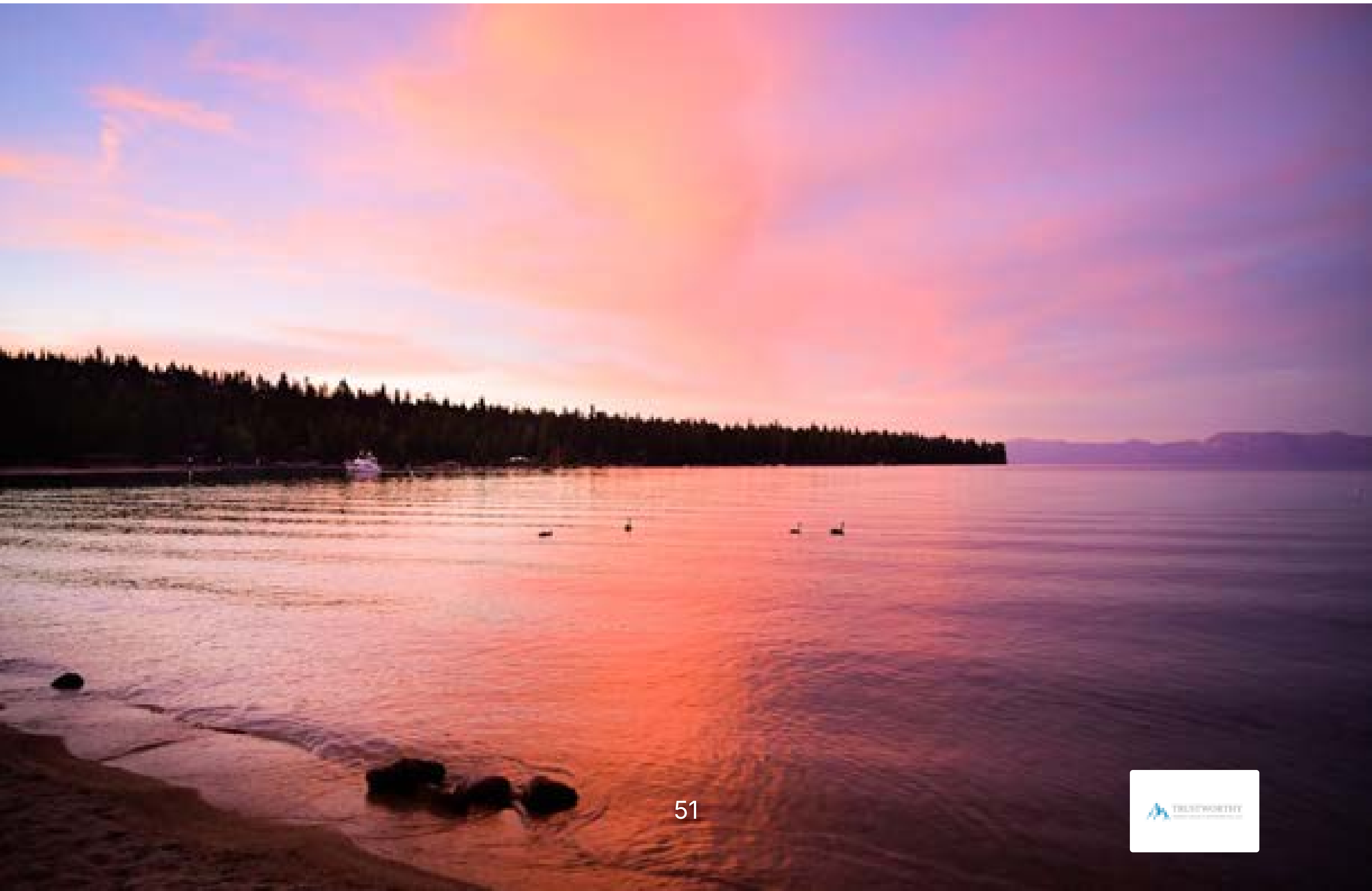
Because small steps, practiced regularly, lead to big outcomes across generations.

# From Insights to Implementation

Over the past five modules, you've reflected on your beliefs, clarified your values, shifted your mindset, and explored how to communicate as a family.

Now comes the most important part: *doing something with what you've learned*.

In our work with high-net-worth families, we've found that the ones who maintain wealth across generations aren't the ones with the most zeros... ...they're the ones who **practice consistency**.



# Core Habit Categories for Wealth Preservation

Here are five categories of habits that support long-term family wealth and readiness:

**1. Family Communication**

- Quarterly family meetings
- Shared “Wealth Vision” document updated yearly
- Schedule value-sharing conversations with younger generations

**2. Philanthropy and Impact**

- Set annual giving goals as a family
- Choose a cause to learn about together
- Involve younger generations in grant decisions or volunteering

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**4. Financial Check-ins**

- Review your financial plan quarterly with your advisor
- Revisit goals and adjust based on life changes
- Use a shared platform or dashboard for transparency

**5. Legacy Practice**

- Write or update a legacy letter annually
- Record family stories or traditions
- Create or revisit family rituals that reinforce values

# The Micro-Habit That Changed Everything

One family had wealth—and disconnection. Their breakthrough? A simple weekly email from the eldest son titled “Family Friday.”

Each week, it included:

✅ A short update

✅ A quote or value they’d been thinking about

✅ A question to reflect on

That ritual sparked a new culture. They started having monthly Zoom check-ins. Now, even the youngest cousins feel part of the story.

Don’t underestimate what a *small act, done consistently*, can do.

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# The Psychology of Habits

Research shows that habits stick when they're:

- **Anchored** to existing routines (e.g., right after breakfast)
- **Connected** to a meaningful identity ("We're a family that checks in")
- **Celebrated**, even when small ("We did our meeting this quarter—great job!")

Don't try to do everything at once. Start where there's energy and agreement. Then layer in more as you go.

# Reflection Exercise

Please write out your responses to the following questions:

**"What habits are we already doing well?"**

- Make a list. Acknowledge consistency.

**"What habit, if practiced weekly or monthly, would move us forward most?"**

- Choose one area (communication, mindset, philanthropy, learning). What small habit would have the biggest long-term impact? Where can I invite someone else to join me in this practice?
-
-
- Weekly: Mindset journal / family text / short money story
- Monthly: Values check-in / giving review / shared learning
- Quarterly: Family meeting / advisor check-in / update wealth vision

# Your Legacy Is Already in Motion

The most powerful legacy isn't wealth passed down. It is wisdom passed forward.

And it lives in your habits.

Thank you for being part of this series. You've taken powerful steps to build not just financial readiness, but *family* readiness.

We hope you'll revisit these modules over time, bring others into the conversation, and continue shaping a legacy that lasts.

You're not just managing money—you're building meaning.

On behalf of Trustworthy & Family Legacy Advisors—thank you for investing in what matters most.

Trustworthy website link

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