

Protect your legacy?

Break new ground?

Family office strategic planning

The better the question. The better the answer. The better the world works.



Each family office is positioned at the center of the owners, families, and the businesses and investments they own. Family office leaders support the family's vision and legacy, leadership, ownership and wealth transition decisions with a focus on protection, improvement and growth. Our job is to support the legacy of your family office through our proprietary family office metrics tools for leading practices, risk, technology, strategy and design. What does legacy look like to you?

Today's plans for your family office can mean the difference between surviving and thriving in the future.

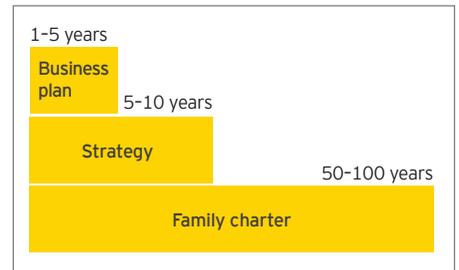
What's your legacy?

Family office staff may be compared to a rubber ball, bouncing between tactical needs and requests of the various family members they support. We find that most families are very diligent about strategic planning for their business, but family offices often find it difficult to step back from the daily demands to take time for longer-term planning.

For a family to achieve its desired legacy, it must be intentional about strategic planning. The greater the complexity and size of the family, the more important such planning becomes.

Where do you start?

- ▶ **Family charter:** Your family charter is the foundation of your strategy. It is your 100-year plan, outlining your family's purpose, its values, vision for how the family will be governed and how wealth will support your legacy.
- ▶ **Strategic plans:** Create a 5- to 10-year plan that outlines the strategy for training the next generation, so that the family is prepared for key changes in business or technology and for long-term business changes, investment opportunities or development projects.
- ▶ **Business plans:** 1- to 5-year plans will support your strategic plan that describes key initiatives to meet the family's short-term objectives as well as the 10-year plan.



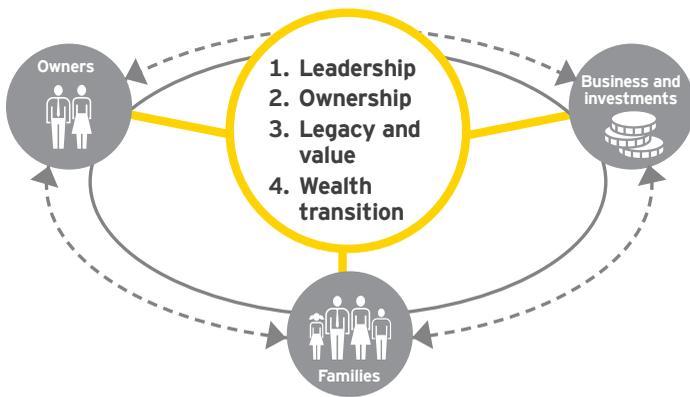
How we can help

Family office advisory professionals can help you unlock the development potential of your family and your future, particularly in the following areas:

- ▶ Developing a family charter
- ▶ Creating a family mission statement
- ▶ Designing a family council and committees, such as investment, education or philanthropic committees
- ▶ Planning for succession
- ▶ Building business and strategic plans

Succession planning

Succession planning is a key component of strategic planning. Enabling a successful transition requires a focus on four dimensions of your succession plan: leadership, ownership, legacy and value, and wealth transition. Those four dimensions sit at the heart of any successful succession plan and are key considerations for all three primary stakeholder groups – owners, families and the business and investments.



Family charter

Each charter is customized, matching the unique nature of the family it supports. This document should be the base upon which everything else is built.

Family meetings

Preparing and facilitating family meetings include defining the agenda, speakers, education, logistics and so forth.

Family governance

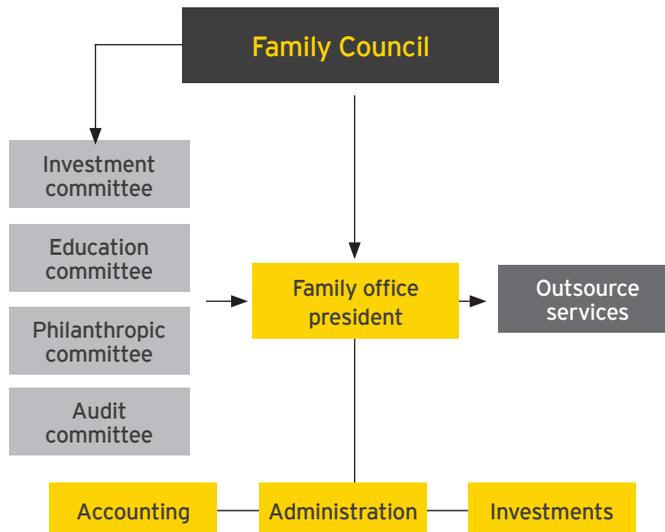
This includes defining the family council, investment committee, philanthropic committee and other governing entities. What committees will exist, who will be on them, what will they work on, and how will they make decisions?

Family education

Many families consider family intellect a key part of their legacy, focusing on education at all stages of life. These plans encompass formal education and mentoring for younger members, as well as ongoing enrichment for older generations.

Family governance structure

The size and complexity of each family and family office drive how the family is governed. Typically, there is a Family Council overseeing all of the family's activities. The Council typically appoints committees to lead key parts of the family's legacy, in addition to overseeing the family office.



Learn how to cultivate sustainable results at ey.com/familyoffice.

To find out how EY Family Office Advisory Services can support you, please contact one of our professionals:

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