

## **WHAT LEGACY DO YOU WANT TO LEAVE BEHIND FOR YOUR FAMILY AND OTHER PEOPLE YOU'VE IMPACTED?**

Not to be morbid but think about how people would remember you if you passed away suddenly. What would they say, for better or worse? If you don't like your imaginary eulogy and obituary, start trying to become the person you'd want to be remembered as. Richard Branson, Virgin Group founder, believes the character of your children has a bigger impact in terms of the legacy you leave than the wealth you've created or the businesses you've built. That's where a Family Mission Statement (see below) can be very helpful.

*“Those who know me know I’m passionate about lists, and top of my list of priorities is my family. My wife Joan and I do not consider our legacy to our children to be wealth or fame but the opportunity to pursue happiness by following their own path.”*

– Sir Richard Branson

## **FAMILY MISSION STATEMENT**

A Family Mission Statement is a combined, unified expression from all family members of what your family is all about – and the principles by which you choose to govern your family life. If you don't have a Family Mission Statement, let these questions guide you:

### **1. What is the purpose of our family?**

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**2. What do we want to be remembered for?**

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**3. What kind of family do we want to be?**

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**4. What are our responsibilities as family members?**

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**5. What families inspire us, and why do we admire them?**

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Ask yourself what you want others to say about you at your funeral. As mortals, we eventually will leave this earth, so it's important to start living your life the way you want to be remembered. What do you want your kids and spouse to feel about how you lived your life? How can you start living your life now, so those desires come true?

## **FINANCIAL FOOTPRINTS**

No one likes contemplating their own mortality, but as humans, we must eventually leave this earth. We never know when our time will come, but by planning ahead and putting the right plans in place, we can ensure that our wishes for our money and our legacy are carried out correctly when we have passed on.