



## The Interview Criterion and Process for The Family PEOPLE Office™



The Family People Office™ is a program designed exclusively for Ultra-High-Net-Worth (UHNW) individuals and families. To participate, prospective clients are required to involve themselves in its stringent selection process by emphasizing the highly personalized nature of the service and the need for a genuine partnership between the client and The Family People Office™ Advisors.

This document addresses the interview process for The Foundations of Legacy™ program. It is the initial program that is designed to do an Analysis of Assets of your Human Capital as an individual or family. The program is designed to help you discover the extent of your Human Capital Portfolio. For our Family People Office™ to help manage and protect you or your family, we need to know what the specifics are of your Human Capital.

Total Wealth Management involves The Family People Office™ collaborating with your Family (Financial) Office or Wealth Manager. The specifics of how and what that collaboration involves and will be determined by you the client. Your Family (Financial) Office will be guided by their ethics and responsibilities as Fiduciaries. They cannot do what we do, and The Legacy Forum™ cannot do what a Fiduciary does. We are NOT a financial services firm. Well defined parameters of collaboration are paramount to create the future we believe you are determined to experience with your family and the generations to come.

### **The Foundations of Legacy™**

The Foundations of Legacy™ is our principal entry point for clients who want to work with The Family People Office™. There are three parts to the A.I.D Foundations of Legacy Process and that take approximately 12-months to complete. 1. Analysis, 2. Inventory, 3. Direction.

## 1. **Analysis of My Family History**

History forms the foundation of Legacy. It must be understood, embracing both its positive and negative aspects. Regardless of what we uncover in our past, it holds value for constructing a brighter future. As human beings, we have the power of choice. If we don't intentionally examine our past thoroughly, we risk repeating detrimental patterns in the present. It is often said that the past is only in the past when it is in the past. We make choices to deal with it and then actively leave it there and move forward in freedom. Why wouldn't we determine to untie ourselves from anything that hampers us or could potentially sabotage or ruin our future endeavors?

### a. **Analysis of the Deficits – My Family History.** (Approximately Three Months)

Delete the Deficits. We will begin by performing an *Analysis of Deficit*. We use the wise words, *“Those who fail to learn from history are doomed to repeat it”*. – Attributed to both Santayana and Churchill.

We perform the analysis by looking at five (5) components of human construction and experience. Our proprietary S.P.I.E.S. Model, developed by founders Mark and Krisandra Demos.

- **(Spirital)** lack of character, values, virtues, faith elements, moral failures, absence of hope and or faith, repair whatever elements of your personal CV that are wrong or inaccurate, lack of belief in abilities to impact others and build my own life.
- **(Physical)** destructive physical actions, misuse or abuse of physical capacities and body as a whole (addiction, abuse, domestic violence), physical dominance, bad or harmful behaviors and habits (obesity, smoking, drinking, bad eating) physical inactivity.
- **(Intellectual)** intellectual or educational failures, under-achievement, lazy academic behavior, cheating, negative or destructive or contaminated thinking, drugs and alcohol habits that harm cognition.
- **(Emotional)** lack of emotional control and intelligence, unforgiveness, failure to address mental health issues, refusal to launch, lack of courage or grit, negative control using emotions.
- **(Social)** broken relationships, excluding others, racism, destructive associations, use of position or power to exclude others, inaction to involve my talents and wealth to positively impact lives, invisible service and giving, etc.

### b. **Analysis of Assets – My Family History**

Repeat the Positive. *“Those who choose to identify, analyze, learn from and repeat the positive choices, actions and accomplishments in their family history, are likely to create a great life and Legacy.”* Mark R Demos Co-Founder of The Legacy Forum™

- **(Spirital)** Positive Character, actively living positive moral virtues and values, outstanding actions of giving and serving others, strongly held faith/beliefs, spiritual exploration and activities for greater stability and strength.
- **(Physical)** Physical self-care, regular physical activities, maintain good eating habits, caring for physical health by regular check-ups and suggested pro-active physical preventative procedures (colonoscopy, breast health, prostate), regular recommended daily activity, using physical activity to manage stress.

- **(Intellectual)** Positive cognitive care, intellectual curiosity, active learning and development, exercises for cognitive health, disciplined study when in school, using intellect for positive social service.
- **(Emotional)** Positive emotional control and attitude, emotional intelligence, encouraging others, proactive in addressing mental health issues, Positive Psychology exercises, gratitude, emotional support of others, expressing emotions in a way that builds relationships.
- **(Social)** Social engagement and responsibility, restore broken relationships where possible, build connections, including others in your life's activities, bring peace where possible, involved in positive associations and groups, use of position or power to impact others for good, courage to step up and lead when needed, deliberate action to involve my talents and wealth to positively impact lives, invisible service and giving, etc.

## 2. Inventory of your Human Capital. (Approximately Six Months)

a. Inventory involves an extensive and exciting process of self-discovery and development known as The Positive Forensic Profile™. This model uses a unique method of forensic discovery that uses the focus of evidence as your Hard-Wired Talents and Character Strengths across five domains of Human Capital: S.P.I.E.S. examines all five to assess capacity and experience. Two of the world's most prominent psychologists, Drs. Elizabeth Loftus and Christopher Peterson highly praised the process in their reviews of Mark Demos's book, *"The DNA Code: The Forensics of Purpose, Passion and Performance"*. The Talent DNA™ Profile has been applied in profiling business executives, leadership teams, families, drug court programs, mental health programs, education, first offender programs, sports teams and more.

- **S** – Spiritual – Character, faith, values, motivations, virtues.
- **P** – Physical – Talents, health, wellness, fitness, eating, sleep.
- **I** – Intellectual – Cognitive capacity, intelligence, executive function, memory.
- **E** – Emotional – EQ, control, crisis management, expressions, range, support.
- **S** – Social – SQ, giving, including, teams, leadership, expression, groups.

Everyone in the family will be profiled, and a combined Family Human Capital Portfolio™ will be developed. These profiles will be used for relationship building, parenting, family communication, succession planning, family governance, education decisions, college selection, career guidance, formulation of trusts, retirement considerations and decisions, post-retirement planning, advising or guiding philanthropy decisions based on values consideration, assisting Family (Financial) Offices and Wealth Managers understand and communicate better, helping create real-life experiences that reflect family virtues, influence and help create optimism with The Rising Generation based on Hope Theory.

The Human Capital Portfolio™ will include a Risk Matrix Profile. Our ability to both advise you and your family in building an enduring Legacy must focus both on the growth and protection of your Human Capital. The final outcome will follow a Family Systems model.

## 3. Direction and Advising of Integrating My Family History and My Family Human Capital Portfolio™

a. My Family History Memorialized. You celebrate the positive aspects of your family history and use them as a foundation on which to build your Legacy today and into the future. Many of our families begin by formulating a Family Legacy mission statement of directive. We often suggest the use of [The Legacy Atelier](#) to assist you with that. What it does, is to bring you together as a family to talk about the essential nature of who you were, who you are and who you want to become, your Legacy. Verbalizing that and getting creative under the guidance of an expert professional can infuse a great sense of pride and optimism for this and future generations.

b. Investing Your Family Human Capital Portfolio™. We begin the Advising process by discussion of how we can strategically develop your Family Human Capital Portfolio™. The talents of each family member must be maximized and given the opportunity to flourish. Your marriage must be strong as must your ability to parent in the very difficult world of UHNW. Our Advisors are all well trained in Wealth Psychology, and we also have experts we bring in to assist. Character, values and virtues must be encouraged and integrated in the use of talents. Talent that is not driven by character is power that can destroy an individual and family. This essentially is an ongoing investment strategy for the growth of your Human Capital.

Many of our clients have participated in other interview experiences when applying for membership at exclusive country clubs, city clubs or social service clubs. In many ways it is a two-way interview. You need to determine if you really want to join the club after meeting more of the membership or understanding the requirements. “Fit” is a primary factor that most interviews seek to determine through the process. We need to find a great “fit” between you and our Legacy Advisors for a meaningful and successful relationship.

Our initial process starts with you as a prospective client contacting us. We will schedule an informational and discussion session of approximately 90-120 minutes. If you choose to move forward into the formalized interview process, our Legacy Concierge will schedule the first session. The entire interview process should take between 4-6 weeks.

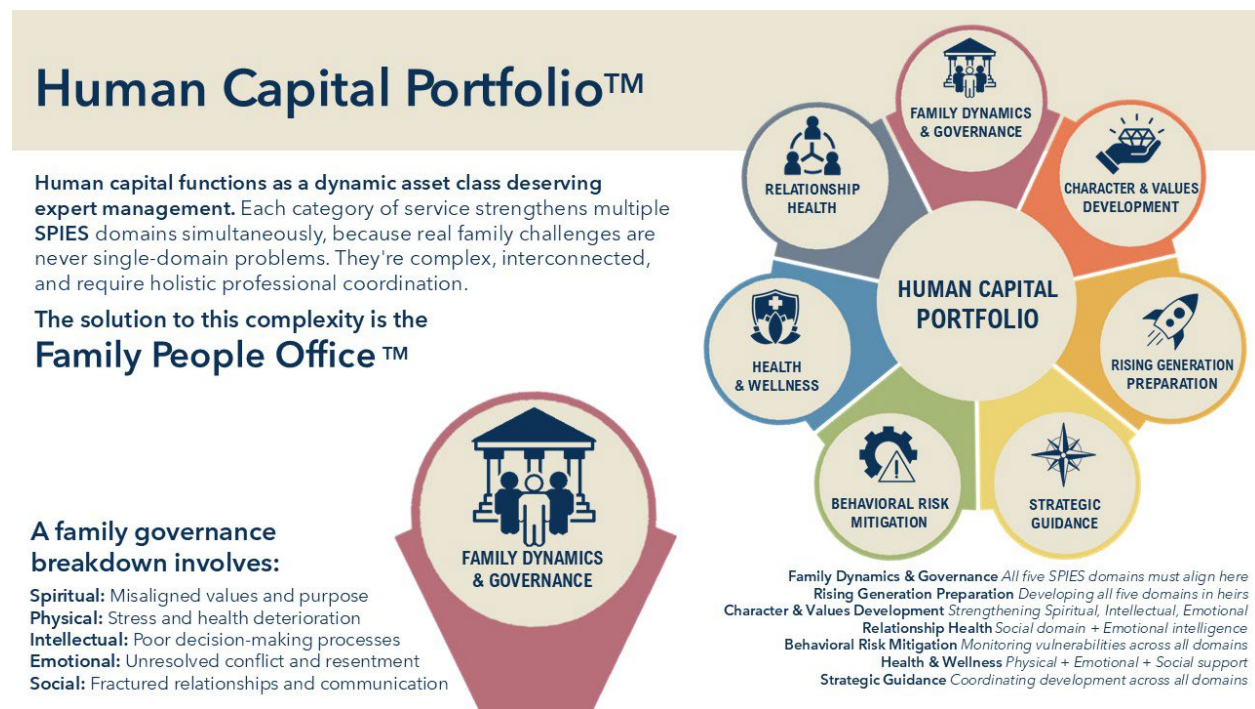
Fee for the interview process - \$25,000.00 (Non-Refundable)

There are three formal interview sessions with two Senior Legacy Advisors and a final interview/discussion where a mutual determination will be reached. The interview process involves the completion of at least three extensive profiles, one of which is the PERMA-H Wellbeing Assessment. There are various exercises that you will need to complete that deal with motivation, values, goals for your Legacy and readiness to begin the twelve-month program.

If the decision is negative for entry into The Legacy Journey™ at this time, a report will be issued with reasons as to why entrance into the program is not appropriate at this time.

- Alternatives to The Legacy Foundation™ which might include The Legacy Nexus™, The Conversation™ or other options such as referral to Wealth Psychologists that might be a better fit.
- Specific issues that must be dealt with for reconsideration for entrance into the program
  - Mental Health testing that is current if there have been past issues or for possible current issues that might interfere with the Advising process.
  - Drug or alcohol issues must be addressed. We work with a company that does in-home drug and alcohol treatment and aftercare. This included a detox option where a nurse stays in your home to oversee the process before the rehabilitation process begins.
  - Marriage coaching or counseling to ensure you and your spouse are strong and ready to move forward on the positive Legacy building focus of The Legacy Foundation. We have expert Advisors who work with us who can help address those issues.
- Other issues which might be discovered during the interview process.

The following distinctives of The Family People Office™ and The Legacy Foundation™ program are vital to understand. We encourage you to take some time to read and be ready to ask questions when we meet.



## The Need for Mutual Alignment and Partnership

- **The Legacy Forum's™ Family People Office™ is Your Only Choice.** The Family People Office™ is a unique model that has a philosophy, mission and process that has been 35 years in development.

The Family People Office™ - Interview for Participation in *The Foundations of Legacy™*

*“There is nothing more powerful than an idea whose time has come.”* We are that *“idea”* in the world of Wealth Management as we enter the Great Wealth Transfer. We know of no other firm that offers their clients what we do or who we are.

- **Our selectivity stems from the significant commitment we make to each client.** Exclusivity is about more than financial status; it’s about finding the right match between client and program to achieve success. Our service demands a major investment of our time (600–700 hours), exceptional intellectual and interpersonal abilities, outstanding teamwork, advanced understanding of Wealth Psychology, and access to support from our Legacy Forum™ team and network of experts.

**We expect you and your family to match the dedication and attention we provide.** If we care more about your future and Legacy than you do, our ability to guide growth and transformation is limited. The program requires that clients demonstrate equal commitment to justify this investment.

- **It's about 'fit' and shared values.** The program seeks individuals who view the service as a collaborative endeavor, rather than a mere transaction.

## **The Need to Clarify Your True Wealth: Commitment, Reflection, and Legacy.**

- **Making a Conscious Choice.** A conscious and deliberate decision is necessary to determine when you are truly ready to engage with your assets and life goals. This process demands serious commitment and a clear understanding of what you consider to be your most valuable assets.
- **Balancing Financial Success and Family Well-Being.** Consider the future consequences if you dedicate yourself to building a substantial financial portfolio, yet your family remains fragmented, fragile, or unable to thrive.
  - Which truly holds greater value in your life: the accumulation of wealth or the health and unity of your family?
  - Reflect on whether your *Raison d'être* for accumulating and protecting wealth is rooted in supporting your family's well-being and future, and in shielding them from risks that could threaten their happiness or security.
- **Primary Family Name Association.** When your family name or that of a family member is mentioned within your community, what is the primary association that comes to mind? For some individuals, recognition may stem from a noteworthy residence or vehicles; while others may be identified by assets such as private jets.

Alternatively, your family's reputation might be shaped by acts of kindness, generosity, or the evident closeness and affection among its members. This question is significant as it reflects your underlying motivations and the Legacy you aspire to establish. If your goal is for your children to be regarded as useful members of society, respectful, proactive volunteers, law-abiding citizens, and advocates for others, rather than being known for a provocative social media presence, then you are cultivating a lasting and positive Legacy.
- **Wealth Versus Faith/Beliefs, Values, Character, Virtues.** Examine the extent to which your decisions may prioritize material wealth over personal virtues. Are you at risk of perpetuating

the proverb, “*From shirtsleeves to shirtsleeves in three generations,*” where financial prosperity fades due to neglect of personal beliefs and character?

- **Assessing Fears and Passions.** Ask yourself whether the fear of losing your financial wealth surpasses the fear of losing family relationships or seeing your family fracture.
  - Are your passions more strongly tied to acquiring possessions or experiences, rather than nurturing the happiness and success of your spouse and children?
  - Consider your willingness to spend money: do you allocate as much or more toward possessions as you do toward cultivating a Legacy of well-being and happiness for your loved ones?
- **Defining Your Measure of Wealth.** Reflect on how wealthy you would truly feel if you lost most or all of your financial assets but still had your family.
  - Conversely, imagine retaining great wealth but losing your spouse and children through divorce, addiction or mental illness. Would you still consider yourself wealthy?
  - Contemplate whether financial prosperity can resolve issues that may arise as a consequence of pursuing wealth. Can your wealth cure what money has cursed?
- **Reflection for a Meaningful Legacy.** These questions may present stark contrasts, but their purpose is to prompt deep personal reflection. It is important to answer them thoughtfully. If they make you feel uneasy or guilty, but encourage honest self-examination, then follow through with some deep self-evaluation. Through this process, you can make intentional choices that lead to a life filled with meaning and significance, ultimately shaping a Legacy that endures beyond your lifetime.

## **The Family People Office™ - Built For The Few, Who Love Their Families and Their Futures**

- **We Are for The Few.** We are exclusive because we put a high premium on what we do. We believe our work is life- changing and long-lasting. We are serious about the lives of our clients. If they can demonstrate to us they are serious about creating an Enduring Legacy, we will then choose to give the best of who we are.
- **We maintain a limited number of clients, to provide exceptional work.** This framework ensures that carefully selected individuals and families receive unparalleled, undivided focus. Your family is too valuable for us to overextend and jeopardize our works optimal functioning. We will not dilute the quality of relationship as Trusted Advisors.
- **Your Time, Hard Work and Attention are the Foundation for success.** The most successful outcomes arise when clients are actively engaged and sincere about making necessary changes and actively pursue proposed strategies.
- **We are Selling a Relationship Not a Fancy “Concierge Experience”.** The Legacy Forum™ has rigorous requirements because we want to work with exceptional clients. The value of our work increases because we choose to work with exceptional people. The fact that you are willing to go through the interview process tells us how much you value yourself and your family.

- **Our Vetting Process Ensures a Community of Other Highly engaged, Serious Peers.** Being part of The Family People Office™ means you may choose to engage with other individuals and families when The Legacy Forum™ hosts exclusive events such as retreats or Legacy Forums.
- **The Interview is The Gateway into a High-Trust Relationship."** The requirements for sincerity and dedicated time establish the foundation of trust necessary for deep, effective collaboration on important matters typical for UHNW wealth management or specialized services.

## Behavioral and Ongoing Assessment

Sincerity can be measured by actions over time, not just words during an interview.

- **Active Participation Requirements.** Clearly define expectations for active involvement (e.g., attending scheduled meetings, providing feedback, responding to communications promptly, even, *"I will get back asap"*) should be laid out in the service agreement. The program can monitor and address a lack of engagement if necessary.

We anticipate you live very full lives, with many demands. Working with The Legacy Forum™ is a choice you are making in light of a life you know, and we as of this point do not. We will be as open as possible about what is required. We know there are times when a significant amount of time is required and when summer starts. We, as do our clients, can't wait for summer so they can escape. We normally have a break as well or slow down.

Then there are the crises, holiday seasons, just the unexpected issues of life where we are likely to see you often, talk and text many times a day when necessary. That is what we do and expect that you always call to talk when you need to. We are your Advisors, and to be kept in the dark doesn't allow anyone to function well.

- **Proactive and Collaborative Problem-Solving.** Part of our job is to observe how clients engage when challenges arise. Committed clients are typically collaborative in finding solutions. They engage with us. Advisors are not you High-Tech, High-Tough on the spot AI problem solvers, but success in the long-term requires the process of serious discussion, thinking and at times deep self-reflection. We as Advisors are here to walk you through whatever comes your way and help build you and your family stronger.
- **Feedback.** As Advisors, we regularly both solicit and act on client feedback. This demonstrates that your input is valued and reinforces a sense of partnership and shared ownership of the program's direction.
- **Track Engagement Metrics.** While not always formal, keeping track of how quickly a client responds to essential communications, their attendance at exclusive events, or their use of secure client portals can provide soft indicators of their level of engagement.

## The P.E.R.M.A.-H. Wellbeing Assessment

We are using the PERMA-H wellbeing profiles in a variety of ways, in a variety of situations and always with two primary goals. Are you as individuals, as a couple and as a family growing and flourishing? Are



you as individuals, a couple and as a family struggling with issues that could potentially harm you? We need to measure and respond to both your flourishing and your struggle in appropriate ways.

The Legacy Forum™ and The Family People Office™ are invested in the future, your future. We have seen too many futures corrode, implode, explode and the lives left stunned and incoherent. Probably the best description of a state of being that describes so many lives whose legacies have ended up destroyed were penned by Alvin Toffler in his view of the future which with the advent of AI is here. He urged society and individuals to maintain a balance with High Tech by being High Touch. If or when that balance was not kept, he described the state as being one of *“shattering stress and disorientation”*.

When we involve our lives, talents, experience and training in individuals, couples and families who embrace what we offer, we experience great joy. We are grateful. We have a sense of wellbeing and accomplishment. We have worked with some families for decades. Life is not a straight line and pretty bright colors each step of life but when there is that knowing who you are, knowing why your life matters and you determine to live lives that matter now and for a very long time to come, including after you have taken your last breath.

We hope this document has answered some important questions about what we do and how we go about doing it. Some of the questions were not easy and made you uneasy. When we talk, we will find out which ones. Most of all we hope you moved to a place where you are serious about the possibility of working with us as valued clients, and we as trusted Advisors.

When you are ready to begin the interview process, let us know. We will schedule you into a challenging and life-changing process and see if you believe you are ready and we agree.

The Legacy Forum™

The Family People Office™ Advisors

[www.thelegacyforum.com](http://www.thelegacyforum.com)

## Addendum

### The Foundations of Legacy™ Program Flow Chart

#### 1. Start: The Foundations of Legacy™ Program Entry Point

- This is the principal entry point for clients of The Family People Office™. The program takes approximately 12 months and is divided into three main parts: Analysis, Inventory, and Direction (A.I.D.).

#### 2. Part 1: Analysis of My Family History (Approx. Three Months total)

- **Goal:** Understand family history to avoid repeating detrimental patterns and to leverage positive ones for building a foundation for the future.
- **Step 1a: Analysis of the Deficits**
  - Identify and analyze negative patterns and "deficits" in the family history using the S.P.I.E.S. Model (Spiritual, Physical, Intellectual, Emotional, Social components).
  - **Outcome:** Identify issues to be "deleted" or actively left in the past.
- **Step 1b: Analysis of Assets**
  - Identify and analyze positive choices, actions, and accomplishments (assets) in the family history using the S.P.I.E.S. Model.
  - **Outcome:** Identify positive elements to be "repeated" and used as a foundation.

#### 3. Part 2: Inventory of Human Capital (Approx. Six Months)

- **Goal:** Self-discovery and development of individual and family "human capital".
- **Step 2a: The Positive Forensic Profile™**
  - Conduct an extensive self-discovery process using the Talent DNA™ Profile across the five S.P.I.E.S. domains (Spiritual, Physical, Intellectual, Emotional, Social) to assess talents and character strengths.
  - **Outcome:** Everyone in the family is profiled.
- **Step 2b: Family Human Capital Portfolio™ Development**
  - A combined family portfolio is created, including a Risk Matrix Profile.

- **Outcome:** The portfolio is used for various family decisions (e.g., succession planning, education, philanthropy) and focuses on the growth and protection of human capital within a Family Systems model.
4. **Part 3: Direction and Advising of Integrating History and Human Capital Portfolio™ (Ongoing Advising)**
- **Goal:** Integrate the findings from Parts 1 and 2 to build an enduring legacy.
  - **Step 3a: My Family History Memorialized**
    - Celebrate positive history and use it as a foundation.
    - Formulate a Family Legacy mission statement using tools like The Legacy Atelier to define who the family was, is, and wants to become.
  - **Step 3b: Investing Your Family Human Capital Portfolio™**
    - Begin the advising process to strategically develop and maximize family members' talents, guided by character, values, and virtues.
    - **Outcome:** An ongoing investment strategy for human capital growth and family strength (e.g., marriage, parenting).
5. **End: Building an Enduring Legacy**
- The process concludes with the active building of a family legacy based on analyzed history and developed human capital.

# THE FOUNDATIONS OF LEGACY™ PROGRAM

12-MONTH JOURNEY: ANALYSIS, INVENTORY, DIRECTION (A.I.D.)

