

Thrive in Crisis:

Adapt to be the Single Family Office of the Future

*Half-Day Online Immersive Experience
Engage With My Single Family Office Dream Team*

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FAMILY OFFICE
ASSOCIATION

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UNDERESTIMATING UNCERTAINTY

The Covid-19 threat accelerates what most single family offices should have been doing consistently all along, stress testing. This includes management (their governance, processes, culture adaptations, leadership and evaluating future outcomes), what measurables and metrics to use, the team (insource and outsource), legal and entity structures, technologies and communications.

The rules of community and global engagement as well as 'risk - reward' are changing rapidly, the single family office may need to radically change to stay relevant to the needs of the family principles and adapt to the evolving needs of the rising generation within the family.

Massive opportunity exists for those families and their single family offices that start the shift now, versus waiting.

Many single family offices will find that their current playbook doesn't work optimally anymore.

A technique from the field of futures studies. You take two factors you think will be important in driving the future, and you imagine what will happen under different combinations of those factors.

What is prompting the imagined future to exist?

What are the biggest areas of uncertainty?

What opportunities might exist for you?

What barriers are there?

Too many single family offices are basing their assumptions on thinking, processes and strategies, that may not work as well during and post a crisis. How does a single family office manage to see through uncertainty while also planning for an uncertain future? Adapt. Innovate. Shift.

Principles of Design Thinking (originated at Stanford University) can help a single family office brainstorm in particular around innovation. The sequence of design thinking includes empathize, define, ideate, prototype, test and assess.

Most single family offices underestimate uncertainty, their current thinking, processes and strategies neither defend the underlying family from a broad array of threats and do not take advantage of the opportunities that high levels of uncertainty and dislocation provide.

This is all well explained in the great work of author Nicholas Nassim Taleb in his book *Anti-Fragile*.

HOW WE CAN HELP YOU

Join Family Office Association Founder Angelo Robles – and an unmatched customized **FOR YOU** intimate line-up of independent curated thought leaders from various disciplines – in an immersive experience for families and their single family office executives.

Angelo Robles orchestrates an online convening, specifically for your family/single family office, of the most successful and forward-thinking global experts from within and outside the single family office community, developing a 'dream team' including the very best from fields of law, technology, leadership, psychology, analytics, design thinking, investing and tax.

By examining processes, logistics and work-flow, families and their single family offices can create more adaptive models through design thinking and stress testing, and become not just reactive to stated goals and requests, however become proactive and forward-thinking, predicting threats and positioned for opportunity.

Most single family offices are not forward-thinking, predictive of threats, and creative in adapting beyond generic best practices, which are commonly too linear thinking and in the silo of a small closed community of single family offices.

As stated, the current thinking and strategies of most single family offices do not defend the underlying family from a broader array of threats and **DO NOT** take advantage of the opportunities that high-levels of uncertainty provide.

Why have a single family office if the goal of the single family office is not to be extraordinary in ideas, execution and service to the family?

HOW MUCH IS ACCELERATED KNOWLEDGE WORTH?

WE CAN CONDENSE YEARS OF COSTLY TRIAL AND ERROR INTO A HALF DAY.

Following the path of other single family offices will produce mediocre or even sub-par results. You should be seeking extraordinary and accelerated results.

You'll learn how to think through objectives. Assess risks. Define and organize goals.

We'll guide you through creating the right metrics to measure success on your goals.

You'll learn to empower and truly engage single family office leadership. Empowered, engaged leaders create a thriving culture of purposeful and meaningful work, and that leads to...

FINDING NEW AND BETTER WAYS TO SOLVE PROBLEMS.

You must align the interests of all stakeholders: the family elders, the rising generation, and the single family office team (and outsourced professionals).

You must extrapolate what the future could look like and how to shape your single family office to be better prepared (anti-fragile) for it. You take two factors you think will be important in driving the future, and you imagine what will happen under different combinations of those factors.

As your new or existing single family office represents a family enterprise of hundreds of millions to tens of billions of dollars...

EVERYTHING IS ON THE LINE.

Just as in every other industry, in order to be high-performing, you must be able to attract and retain top talent. This requires developing purposeful and meaningful work, a compelling vision, and opportunity that inspires employees to commit and engage with purpose.

'People, ideas, machines – in that order.' - Colonel Boyd

Self-directed management and an adaptive mindset are afterthoughts for most mediocre single family offices; however, long-term generational success in today's world requires a new mindset. As noted, *everything* is on the line.

A creative and flourishing single family office organization, global in community, with strong abilities to network and collaborate, will extend the family legacy generationally.

Mitigating global risks, maintaining family harmony, growing wealth, minimizing taxes, handling generational transitions, staying on the cutting edge of emerging technologies, and much more require the single family office of the future to start now and remain adaptive to threats and opportunities.

Learn how to make rational, objective decisions in a community where nearly everyone else is making subjective decisions.

You'll leave this immersive experience with actionable information.

The content is personalized to your unique needs and desires based upon pre-participation questionnaires and interviews.

It can't be reiterate enough – you will receive custom advice. Ideas and recommendations pertinent to your single family office can truly flow only at an immersive experience like this, which includes issues processing, facilitating discussions and interaction. **NO GROUP THINK ALLOWED.** We ask a lot of questions to get your family and their single family office thinking. That is what we mean when we say the experience is immersive.

Not just for family members, this experience can be invaluable if you have an existing single family office team. We focus for them on improving communication, enhancing their leadership, fostering an innovative culture and being open-minded, and significantly improving productivity.

OCCAM'S RAZOR

Having standards, principles, processes... mixing right and left brain thinkers, indulging in a diverse culture of excellence, debating direction, strategy and execution, does not imply complexity!

Occam's razor is defined as "entities should not be multiplied without necessity."

Simplicity is often the answer.

A single family office should not complicate your life. It should simplify and safeguard it.

YOU'RE ALREADY RICH

You want to stay rich? Focus on the downside. Figure out what risks you are taking. Your vulnerabilities. What has to be right in your assumptions for this: deal, tax strategy, investment, etc., to work.

What are the consequences if your assumptions are wrong?

If the odds are more likely, however the risk of loss is little, this is nowhere near as dangerous to a family as far less likelihood of happening but the consequences should this occur are significant.

Understand asymmetrical risk/reward.

IF IF IF...

These are assumptions.

In the end ask 'why are you doing this?'

Decision making risk. Following standards, principles, beginners mindset, getting critical feedback, no group think allowed, challenge assumptions before making a decision and weighing the downside consequences.

RISING GENERATION

If concerned about generational transition, the next generation will not be interested in a stale enterprise, not adaptive to the times and digitally fluid. The rising generation needs a voice in the single family office through involvement early in committees and boards. The rising generation values transparency, authenticity, simplicity and desires to make an impact through their legacy as reflected in their values including investing with impact, brand perception and humanitarian efforts.

SPECIAL WORD TO FAMILY MEMBERS

It's the responsibility of the family to have an amazing single family office.

If you have a sub-par single family office it's on the family for allowing this to occur.

In a crisis, no matter the game plan for remote workforces, understand the executives may have their own challenges. Be empathetic to their own family concerns. This means the family of wealth should unequivocally be engaged and knowledgeable about their resources, what they own and how to access it. Be involved. Don't over complicate and don't outsource your 'entire life.' Be responsible the 'buck' stops with you.

OPTIONS FOR ENGAGING

I'll orchestrate a private online half-day masterclass, led by me and featuring an exclusive cadre of two to four thought leaders carefully chosen to address the exact challenges and prospective opportunities your family/single family office faces.

PRICING

Reach out for custom pricing.

ANGELO ROBLES

Angelo Robles knows a thing or two about wealthy families. He's been working with them since 2008 when he founded Family Office Association, a global membership organization for UHNW families and their single family offices. His members say that he delivers the finest in content and programming, including his own proprietary content on designing, accelerating and/or transforming single family offices to thrive generationally. Angelo emphasizes embracing innovation in the single family office. This includes creating appropriate benchmarks, implementing relevant technology, and updating processes to align with industry best practices.

Having worked with multiple generations of families for the past 12 years and their trusted advisors, Angelo has gained an enormous amount of intellectual capital on how UHNW families think and feel – and what motivates them.



Angelo is the founder of the Effective Family Office think tank and is creator of the “Family Office Masterclass Program Series” for families, their single family offices and their advisors. He also personally coaches a select group of global families and advisors.

He is a frequent source to top media outlets like Bloomberg News, Wall Street Journal and Institutional Investor, and maintains a thought-leadership series via his podcast Angelo Robles's Effective Family Office on iTunes. He has also authored the book *Effective Family Office: Best Practices and Beyond*, which is available through Amazon. He is the co-author of *Maximizing Your Single Family Office: Leveraging the Power of Outsourcing and Stress Testing*.

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About Family Office Association

Family Office Association is a highly selective membership organization dedicated to the multigenerational success of families, the thriving and intergenerational understanding of family members (Traditional, Boomer, Next Gen, Millennial, Gen Z), and to the single family offices that work with pride and distinction in supporting all five capitals (financial, human, intellectual, social and spiritual) of the families they serve.

Family Office Association is dedicated to bringing you a uniquely beneficial understanding of family and single family office current best practices, anchored by our proprietary research and content. We connect members through our personal relationships with the most knowledgeable resources about family offices, attuned the very near future and rising generations, that can serve to remarkable benefit. We provide peer-to-peer connectivity, connections to all generations of other families and to single family offices, and we host exclusive programming and private retreats that are unparalleled in the community.

Throughout the year, Family Office Association hosts numerous events across North America (including New York City, Los Angeles, Boston, Newport Beach, Miami, Palm Beach, San Francisco and Palo Alto), several at members private estates.

We help make successful families and their single family offices more robust, their investment options more diverse and antifragile, and their family visions and structures more responsive, sound and sustainable for future generations.

To learn more and apply to join Family Office Association contact:

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