

# WEALTH MANAGEMENT

## ***It Starts With a Decision***

### **Target Audience**

This paper is targeted at neophytes when it come to managing financing their finances. A great read for teenagers as they begin to take control of their finances.

### **Content**

Taking control of one's finances is a decision, followed by a plan, implemented by discipline and nurtured by patience. And it takes time. It is that simple. Bob discusses wealth management at the 101 level. He concludes with the simple example of how giving up a café latte a day for 20 years can turn into \$55,000.

## ***Acquiring Your Wealth to Fulfill Your Dreams***

### **Target Audience**

This paper is directed towards young adults who are looking to better understand wealth management. In many cases I give it to parents who pass it on to their children.

### **Content**

Acquiring your wealth starts with defining your dreams, followed by taking control of your personal situation and then creating plans to fulfill the dreams. The plans must be executed with discipline and nurtured with patience. Bob discusses some of the common mistakes and concludes with five recommendations.

## ***Managing Your Wealth to Fulfill Your Dreams***

### **Target Audience**

This paper is directed primarily towards retirees who want to better understand wealth management. In many cases, one spouse is far more knowledgeable in wealth management. This is a good tool to help educate the other spouse. I have also sent it to recent widows, individuals receiving a large inheritance out of the blue and even someone who won a lottery!

### **Content**

Acquiring your wealth starts with defining your dreams, followed by taking control of your personal situation and then creating plans to fulfill the dreams. The plans must be executed with discipline and nurtured with patience. Bob discusses some of the common mistakes and concludes with five recommendations.

## ***Giving Away Your Wealth to Fulfill Your Dreams***

### **Target Audience**

This paper is directed primarily towards retirees who are the stage of their life where they have more than enough capital to finance their retirement. They are either in the process, or are beginning to consider, what they want to do with their wealth once they pass on. You can take it with you, so your only two options are the generational transfer of wealth or philanthropy.

### **Content**

Giving away your wealth starts with defining your dreams. As we approach the end of our life, assuming there is a well financed retirement in place, the only two options for our wealth is to leave it to our family or the community we live in. Bob discusses the difference between success and significance regarding wealth management. Success is about how we acquire and manage our wealth. Significance is how we give it away. Planning plays an extremely important part in this process.

## **PERSONAL GROWTH**

### ***A Tale of Two Cities***

#### **Target Audience**

This paper is directed at parents with young children (although parts of it are applicable to children of any age).

#### **Content**

Bob discusses the two different cities children can end up in: a city called *Responsibility* and a city called *Entitlement*. He discusses the important role parents play in which city their children choose. He provides some recommendations on how parents can better raise their children to become responsible adults and avoid becoming an entitled one. And when children ask for their first cell phone, take a look at chapter 6.

### ***A New Day Has Come***

#### **Target Audience**

This paper is directed at high school students, university students and young adults as they prepare to take responsibility for their lives.

#### **Content**

Bob has come to realize the importance of preparing a personal mission statement. A personal mission statement discusses who you are: your core philosophies, your core values; your skills; your likes and dislikes; and what makes you unique. He outlines the necessary steps to put one together and shares his own.

### ***The End of the Beginning***

#### **Target Audience**

This paper is directed at grade 12 students as they head off to start their post secondary education.

#### **Content**

Bob discusses some of the changes he has seen take place in the education system over the last 35 years. Marks are still important, but in today's world, more than marks are required. He strongly believes personal growth has become a very important part of the process and most students have not been taught it. Unlike his generation, plans and better communication are needed to have success in today's environment.

### ***Shift Happens***

#### **Target Audience**

This paper is directed at the parents 12 students. It discusses the important role parents must play if their children are to make a successful transition from high school to post secondary studies.

#### **Content**

Bob discusses some of the changes he has seen take place in the education system in the last 35 years. He shares with the reader his experiences as a parent: what he did right, what he would do differently; as his children headed off to university. He concludes with some recommendations for parents to help their children in this next and very important phase in their life.

### ***Discover Your Passion***

#### **Target Audience**

This paper is primarily directed at young adults, either still in school or have recently graduated – they are trying to figure out: “What am I going to do with my life?”

#### **Content**

Bob starts off with the premise that you want to find a job (if possible) that you are passionate about. He talks about the benefits, the roadblocks and the risks of finding that kind of job. He

concludes with some recommendations on how to enhance your personal growth: establish your personal values and develop your personal skills. A must read for young adults.

### ***The Times They Are A-Changin'***

#### **Target Audience**

This paper is primarily directed at university, college or co-op students, who are aware of the changing landscape in education, but not sure how to deal with it. I believe the job market has changed dramatically over the last 35 years – the low hanging fruit is either gone or has been relocated.

#### **Content**

Bob discusses his 35 years on Bay Street: his career path, his experiences, and the lessons he learned. He discusses the changing environment in the job market: “the low hanging fruit is either gone or has been relocated.” He concludes with some recommendations to help the reader get started.

### ***Three Coins from the Fountain***

#### **Target Audience**

This paper is primarily at young adults (although older ones will enjoy it also!) who try to come to grip with those age old questions: “Why am I here and what am I going to do about it?”

#### **Content**

Bob contemplates if he could go back 35 years and start his career all over again, what three core philosophies would he take back with him? He uses the analogy that there are coins of knowledge called Wisdom and Ignorance in the Trevi Foundation made famous in the 1954 movie *Three Coins in the Fountain*. What three coins of Wisdom would he select from the Fountain? What coin of Ignorance would he avoid? What has been Bob’s biggest challenge in his career?