

I've been  
meaning  
to do that

## Episode 3: From objectives to priorities

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### Wealth objectives are what you want to accomplish and what you aspire to over the course of your life.

- We recommend framing them as positive and aspirational.
- But some are formed to address a gap, such as meeting funding needs for a pending retirement, paying off debt, or addressing a significant financial risk.

Over time you'll need to rearrange your wealth objectives. Life events—such as a medical emergency, new baby, or job loss—can require an immediate response.

Ideally, you'll develop a financial plan that goes beyond the financial and anticipates life events, building in flexibility to help cope with the unexpected. If you can manage risk and show resilience in difficult times, it'll go a long way in helping you achieve your wealth objectives.

Wealth objectives typically fall into the following categories.



Retirement



Healthcare



Education



Future generations



Home/  
real estate



Rainy  
day fund



Community  
impact



New chapter  
in life



Travel/  
recreation



Major  
purchase



Business



Life events

# Once you have your wealth objectives, let's consider your wealth priorities.

The following questions are meant to help you understand what's most important to you.

Once you know these wealth priorities, you can decide what wealth objectives to focus on and in which order.

Many of these questions focus beyond the financial, and they're all relevant to families of any wealth level:

## Who...

- do you consider a core part of your family, and how might you want to care for them?

## How...

- do you want to be remembered?
- do you share your purpose with your family and learn about their purpose?
- do you decide what's important in your family and culture?
- will you impact your community?

## What...

- brings you joy? What are you worried about?
- is your purpose?
- are some of the personal goals or interests you have always wanted to pursue?
- shared family goals might you have for the future?
- is holding you back?
- is happening right now that's distracting you or could distract you?
- causes are important to you and your family?
- are some risks that you haven't considered?

# You've considered the who, how, and what of your wealth priorities. Now let's tackle the when.

Use this action planning chart to write down the steps that will help you achieve your objectives. We've included a few examples to get you started.

What is my wealth objective?	What actions will I take?	When will I do that?	I've done that!
Spend a month touring Europe	Talk to spouse	This weekend	✓
Provide for my daughter who has a disability	Make appointment with attorney	By the end of the month	
Prepare my children to make smart money choices	Share stories about the successes and struggles I've had with money	Start tonight at dinner	
Add your own here.			

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