

ADVISOR TRAINING MINISTRY
COURSE NUMBER: SPP 700

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ADVISOR TRAINING MINISTRY
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A Virtues-Based Approach to Planning

TAYLOR UNIVERSITY





The Power of a Virtues-Based Approach to Planning

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The Three Approaches to WEALTH PLANNING Practiced Today





Tax Planning

(most shallow)

Values-Based Planning

(more personal & temporary)

Virtues-Based Planning

(most intimate & enduring)



Growing a Strong Family Tree



Growing a Strong Family Tree



Life-Purpose Fruit

(What You're Here to Do)

Core Values Tree

(What's Important to You)

Primary Virtues Roots

(Who You Are)

What Makes This Process Unique In Both For-Profit and Non-Profit Industries?

Other professionals base their approach upon either

Taxes or Values

Family Wealth Counseling bases its approach upon

VIRTUES



What is the difference between a Virtue and a Value?



DEFINITIONS

VALUE:

“What we believe to be important or of worth to us, utility.”

VIRTUE:

“What we believe to be right, good and proper.”



Contrasting Virtues with Values

Virtues

External (created outside of us)

Objective (a matter of fact)

Universal (commonly accepted)

Moral (perception of right/wrong)

Immutable (unchangeable)

Eternal (transcends time)

Divine (extends from nature of God)

Values

Internal (created by our own design)

Subjective (a matter of opinion)

Local (widely divergent)

Amoral (no perception of right/wrong)

Variable (ever-changing)

Temporal (ends with us)

Human (extends from mind of man)



A Virtue or a Value?

VIRTUES

External
Objective
Universal
Moral
Immutable
Eternal
Divine



VALUES

Internal
Subjective
Local
Amoral
Variable
Temporal
Human

- Sports
- Music
- Making Money/Getting Rich
- Generosity/Philanthropy
- Social Status
- Honesty
- Material Possessions
- College Education
- Temperance
- Financial Freedom
- Personal Responsibility



Examples of Biblical Virtues (Primary Virtues)

Honesty

“Always telling the truth.”

John 8:32, NKJV

And you shall know the truth,
and the truth shall make you free.



Examples of Biblical Virtues (Primary Virtues)

Humility

“Thinking of others as more important than yourself.”

Philippians 2:3, NASB

Do nothing from selfishness or empty conceit,
but with humility of mind let each of you regard
one another as more important than himself.



Examples of Biblical Virtues (Primary Virtues)

Sacrifice

“Giving of yourself with open hands and a loving heart.”

John 15:13, NKJV

Greater love has no one than this,
than to lay down one's life for his friends.



Examples of Biblical Virtues (Primary Virtues)

Industry

“Working hard and taking pride in your work.”

1 Thessalonians 4:11, NASB

...and to make it your ambition to lead a quiet life
and attend to your own business and work
with your hands, just as we commanded you.



Examples of Biblical Virtues (Primary Virtues)

Responsibility

“Being answerable for yourself and your actions.”

Ezekiel 18:20, NKJV

The son shall not bear the guilt of the father, nor the father bear the guilt of the son. The righteousness of the righteous shall be upon himself, and the wickedness of the wicked shall be upon himself.



Examples of Biblical Virtues (Primary Virtues)

Temperance

“Knowing when enough is enough.”

I Corinthians 9:25, KJV

And every man that striveth for the mastery is temperate in all things. Now they do it to obtain a corruptible crown; but we an incorruptible.



The Opposite of Virtues...Vices

Honesty

Corruption, Mistrust, Manipulation, Duplicity, Cheating

Humility

Pride, Self-centeredness, Conceit, Discrimination, Bigotry, Disrespect

Sacrifice

Greed, Selfishness, Un-forgiveness, Lack of Concern, Lack of Love, Envy

Industry

Low Motivation, Shallow Commitments, Lack of Direction, Laziness, Sloth


Responsibility

Irresponsibility, Poor Accountability, Unreliability, Blaming


Temperance

Excessiveness, Overindulgence, Extravagance, Addiction



A photograph of a forest of Giant Redwood trees. The image shows several large, thick tree trunks in the foreground, with many more trees extending into the distance. The ground is covered with ferns and other forest floor vegetation. The lighting is soft, suggesting a forest interior.

The Giant Redwood is the only cone-bearing tree that reproduces by sprouting from its root system. Trees grown in a circle are the offspring of a parent tree and are called Family Circles.



I don't care what my children's "tree" grows to look like or even what kind of fruit it produces – as long as it is growing from the same root system as mine.

So, you can now see that planning at the deepest level will produce the most extraordinary outcomes for your clients and for the Kingdom.

