equaliFi ACADEMY

FOA

CERTIFICATE IN
FAMILY OFFICE ADVISING

Syllabus

1. **Introduction to the Family Office**
    - A Macro view of Global Wealth
    - Purpose & Definition of Family Office
    - Historical Background of the Family Office
    - Key Roles of the Family Office
    - Types of Family Office Services

2. **Inception of the Family Office**
    - Inception of a Family Office
    - Impact of the Family Business on the Family Office
    - Separating the Family Office from the Family Business
    - Sudden Wealth
    - The Investment Office
    - Family Offices through the Back Door
    - Family Business Exit & the Liquidity Event

3. **Family Wealth Needs**
    - Trends in the Family Office Landscape
    - Family Office Archetypes
    - Determining Family Wealth Management Needs
    - Why the Single Family Office (SFO) Solution?
    - Why the Multi Family Office (MFO) Solution?

4. **Family Values, Mission, Vision & the Family Office**
    - Introduction to Values
    - Value Statements
    - Mission Statements
    - The importance of Vision
    - Building a Family Office Vision
    - Aligning Vision with a Strategic Plan

5. **Establishing & Structuring of Family Offices**
    - What Legal Form should the Family Office Take?
    - Who should pay for Establishing & Operating a Family Office?
    - Who Should Own the Family Office and How?
    - Who Should Manage the Family Office and How?
    - Family Philanthropy, Legacy and Social Capital
    - Tax Efficient Structures for Family Offices
    - Can a Family Office be structured to Manage Risk?

6. **Advising Families: Developing a Family Office Baseline**

- Introduction to Creating a Family Office Baseline
- The Family Genogram
- The Family Background
- Trusted Advisors
- The Estate Plan Review
- Mapping & Summarizing Legal Entities
- Assessing & Preparing for major Life issues
- The Financial Review
- Capital Sufficiency Analysis
- The Insurance Review

7. **Legal & Compliance Standard & Practices for Family Offices**
    - Introduction
    - Components of Good Document Retention Policy
    - The Compliance Function: In-House versus Outsourced
    - Regulatory Requirements

8. **Investment Management & the Family Office**
    - Family Office Investment Management
    - Simplifying the Wealth Management Paradigm
    - Scale: How Much is Enough?
    - Time: A Family Office's Most Precious Advantage
    - What Gets in the Way of Growing Wealth: Variance, Inflation, Taxes, Investment Costs & Spending
    - Family Office Investing: A Different game
    - A Goals-Based Approach to Asset Allocation
    - The Investment Process in a Family Office
    - Investment Review
    - Investment Philosophy
    - Investment Objective
    - Investment Policy
    - Strategic & Tactical Asset Allocation
    - The Role of the Chief Investment Officer
    - The Outsourced CIO Model

9. **Operations & Information Technology in the Family Office**
    - Establishing Family Office Operations & Information Technology Practices
    - Assessing Complexity

10. **Talent Management in the Family Office**
    - Introduction
    - Family Office Staffing
    - Finding Family Office Talent
    - People Business
    - Background Checks
    - Compensation
    - Managing Talent in a Family Office

11. **Governance Issues for the Family Office**
    - Governance Issues for Families & Family Offices
    - Benefits of a Good Board

- Accountability to the Family
- Addition of Independent Directors
- Pricing Alternatives
- Succession Planning for the Family Office & its Executives
- Next Generation Issues to Address
- Analysis of Existing Decision-Making Process
- How to Create the Family Governance Structure
- Family Councils
- Family Constitution

12. **Preparing Gen Next: Family Education in the Family Office**
    - Developing the Next Generation'
    - Inspiring Entrepreneurship & the Next Generation
    - Mentoring
    - Building a Foundation for Financial Independence

13. **Family Entrepreneurship & the Family Bank**
    - Key Entrepreneur Traits
    - What is a Family Bank & its Overall Purpose?
    - Conceiving a Family Bank
    - Who Funds Family Bank?
    - Key Principles for Family Banks
    - Governance, Structure & Organization
    - Evolution of Family Banks
    - Family Bank Boards, Committees & Trustees
    - The Role of the Family Office
    - Tax & Legal Considerations of Family Banks

14. **Legacy & Philanthropy in the Family Office**
    - Introduction to Legacy
    - Defining Legacy- Financial, Social & Philanthropic
    - Legacy & its Connection to Philosophy
    - The Role of the Family Office Supporting a Family's Legacy & Philanthropy
    - Mentoring the Next Generation

15. **Globalization of Family Office: International Families & Family Offices**
    - Introduction to Global Family Offices

16. **Indian Family Offices**
    - Introduction to Indian Family Offices
    - Trends
    - Challenges
    - Road Ahead