

## V A L U A B L E S

Ideas, Systems and Strategies for Managing Family Wealth to Fulfill Your Greatest Values.

## About *Valuables*.

Many financial advisors focus on communicating with clients to provide complex analysis of the investment markets and economies. However, we have learned that most clients are not particularly interested in this complex analysis. Most clients hire an advisor for their knowledge of the markets, not for their ability to explain that knowledge. Most want to know what time it is, not how to build a watch.

Experience has taught us that wealthy families care most about using their wealth as a means to a desirable end, which is to achieve a more satisfying, fulfilled and impactful life, and to fulfill their most important Life Values.

*Valuables*. is a periodic article series focused on the concepts, systems, and habits which we have observed among families who have been successful in this quest to use their wealth as a tool to live a life of significance. The most successful families share a set of habits, systems, and insights which enable them to use their wealth as a tool to fulfill their Values and what is most important to them.

We are naming this article series *Valuables*., because it will provide an exploration of those habits, systems, and insights. We hope it will help you to consider your assets and possessions which are most valuable to you, and how you can use your financial wealth to enhance and cultivate your true "Valuables".

## Scarcity vs. Abundance

By Erik Strid

*"The most surprising development about the expanding world of abundance in the 21st century is that it most richly rewards those individuals who are increasingly grateful for every aspect of the extraordinary world that is being created around them. To the degree that you are grateful for what you have, you will get more of what you want."*

— Dan Sullivan

In our first installment of *Valuables*., we discussed the primary Dangers we have observed in our work with wealthy families which threaten to derail their happiness and fulfillment...

- Losing Your Financial Freedom
- Wealth will Negatively Impact Our Children and Grandchildren
- Desire to Leave a Positive Legacy

In this edition of *Valuables*., we talk about the power of Optimism, being an 'Abundance Thinker' and introduce you to The 10x Thinker.

### The Power of Optimism

There is no shortage of reasons to feel pessimistic and afraid about the world today. Simply open a newspaper or turn on the television, and you will be bombarded with a scary outlook for the future. We can only wonder which dark calamity will cause the demise of the world as we know it, and the destruction of our quality of life. Will it be the debt crisis in Europe which will cause an economic meltdown? Will we fall off of the "Fiscal Cliff"? Will it be the rise of violent social unrest driven by economic inequality that plunges the world into anarchy? Or will it simply be the mismanagement of politicians in Washington who cannot seem to govern our nation in an effective way? Will the wrong guy be elected as President?

*Pessimism* is indeed in a Bull Market in the world today.

It is almost impossible to avoid this constant barrage of fear, and the rise of the internet hasn't helped. It seems almost weekly that we receive an email forward, website, or blog from one of our clients or friends, with some new dire prediction or fearful proclamation. Thanks to the many uncertainties in the world today, we have recently noticed a significant rise in the number of these communications we receive from clients, with a request to interpret or comment on the validity of these scary predictions, in particular with regards to the financial markets and state of the world economy. Many people today are operating from a position of fear, and viewing the world with an 'Attitude of Scarcity'.

There is another way to look at the world, through the lens of optimism about the future. We recently published an outline of the outstanding book *The Rational Optimist*, which is an excellent argument for the belief that **things will actually get better in the future**. Author Matt Ridley chronicles the history of Pessimism, and reminds us that the human race has

*always* been presented with dire problems throughout history, and that it is nothing new for Pessimists to predict future calamity, and a significant decline in quality of life for people around the world. Despite these scary predictions, Pessimists have been proven wrong time and time again, as the quality of human life has improved more or less continuously for over 10,000 years.

Thinkers, as the old cliché asserts:

***"We have never met a Rich Pessimist".***

Instead of looking at the problems, most wealth creators are fixated and excited about the solutions, and the positive impact on the world as a result of those solutions. That is generally how wealth creators get wealthy in the first place - they tend to think about the opportunity presented by problems in the world, instead of becoming angry, frustrated, and afraid of the problems of the world. They also tend to be very grateful people - they experience the abundance around them, and feel deep gratitude for the blessings of the world.

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*"To give a rough idea of how much technological multipliers – based on Moore's Law – will increase human abundance over the next 25 years, here is a comparison: if the entire abundance of the Internet today is equal to the size of a golf ball, by 2040, it's multiplier resources, capabilities, and opportunities will be equal to the size of the Sun."*

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### Ten Times Better

Dan Sullivan is an advisor to our team here at Strid Wealth Management, and is a successful business coach and author, and a key "Abundance Thinker". Dan believes that, despite all of the worries and problems of the world, mankind is on the cusp of an explosion in abundance, prosperity and quality of life. In his view, the world is in the early stages of the 3<sup>rd</sup> major Revolution in Communications which will bring unimaginable improvements, just as when mankind progressed from oral to written communications, and then from written to electronic forms such as television and radio. In this new Revolution, the microchip will serve as the catalyst for a vast improvement and increase in communication, which will lead to a huge burst in innovation, and a 10 fold increase in abundance and growth.

### The 10x Thinker:

*Exponential ideas, trends, and predictions for entrepreneurs.*

- How Moore's Law is Exponentially Transforming Life for Billions.
- Why there are no "Natural" Resources on the Planet Today and Never Have Been.
- Why Gratitude is the Single Greatest Capability for Creating Economic Abundance.
- How Changing 12 Words will Change your Future.
- Why the Forces of Scarcity Cannot Win.
- Thinking of People as "Multipliers" in the 21<sup>st</sup> Century Always Makes it True.

### The 10x Thinker

The "10X Thinker" is a quarterly article written by Dan and published by his company "The Strategic Coach". We have attached the latest version for your enjoyment, and we hope that you like it. As you read this article, please keep in mind that Dan is a business coach, so his writings are directed to an audience of entrepreneurs and business owners. If you are one, you will particularly enjoy his perspective. If you are not, please excuse this different focus, but we believe you will still find this piece valuable and thought provoking. In any case, we hope this article helps to reinforce your "Attitude of Abundance"!

### Helping your Family and Friends

As we move into the 4<sup>th</sup> quarter, and the end of another volatile year in the investment markets, many people you know and care about may be feeling confused and uncertain about their financial planning decisions. We remind you that we are pleased to work as a resource to be helpful to your family and friends who may be in need of high quality Wealth Planning advice and service. If you have someone you care about who you think would benefit from our services, we would welcome the introduction.

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### Disclosures

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