Franco Lombardo is renowned as a speaker and advisor who has coached some of North America’s wealthiest families and their family offices for almost twenty years. He is considered a leading expert on the issues of psychology of money and its interaction within family’s legacy for wealth and transition.

Franco has spoken to The Canadian Institute of Chartered Accountants (CICA), The Society of Trust and Estate Practitioners (STEP), The Family Office Association, Young Presidents Organization (YPO) and Tiger 21.

THE UNSPOKEN FACTS OF HOW MONEY IS IMPACTING YOUR FAMILY AND WEALTH

Finally! A program that goes in-depth about the unreferenced aspect of your family's wealth – the emotional side (aka – your Money Motto™). Franco Lombardo's proven strategies will show you, how for the past 20 years, he has assisted families just like yours, to build strong, well defined connections between your family values and how the next generation actually handles money.

You will explore how one’s Money Motto™, a subconscious belief and feeling about money and wealth, is currently influencing your relationships and your succession plan and transfer of wealth. Franco will discuss The Great White Elephants (the unspoken feelings, unresolved emotions, which families tend to avoid discussing) of ownership, power and money.

TOPICS COVERED:
- How do I feel about ownership, power and money?
- How my feelings about ownership, power and money run my relationships.
- What messages am I sending to the next generation about ownership, power and money?
- How do I prevent my children from resenting money and me?

LEARNING OUTCOMES:
- The three main reasons why rich kids hate their parents and what to STOP doing as a parent so that your kids don’t end up hating you.
- The Top Ten Challenges of Wealth.
- The five components which best represent “Best Practices” which when properly implemented increase your success rate of a smooth transition and wealth transfer.

Franco will share what his 20 years of hands on experience has taught him about what really works with families.

5 - 7:30 p.m. • SEPTEMBER 18
Hawk Lecture Hall, Business Building, Penn State Worthington Scranton

5 - 7:30 p.m. • SEPTEMBER 19
Henry Student Center Ballroom, Wilkes University

To RSVP, contact Lanie Jordan at meliss.jordan@wilkes.edu or call at (570) 408-2120 for more information.