

The competency and commitment of heirs is one of the most significant concerns of high performing families...

# Affluent Parenting: Building Confidence and Competence in the Next Generation

Presented by John E. Messervey  
*Private Advisor to America's Leading Families™*

Although raising children has never been easy, families of affluence face unique parenting challenges. Every wealthy family faces the daunting task of accelerating competencies across generations. Nurturing a generation of confident and motivated leaders is the critical task for family wealth continuity. In this session, internationally known family business/wealth consultant John Messervey will share essential parenting lessons shared by hundreds of high performing families seeking personal responsibility, wealth stewardship and family harmony.

## This session will explore:

- » The seven "C's" of confident parenting
- » Common goals: the importance of parenting in alignment
- » Your wealth history; sharing the story of your family's "good struggle"
- » Avoiding affluenza, entitlement, snowplow parenting and a failure to launch
- » Communicating values, enforcing consequences and rewarding performance
- » Common phrases that should never be said in HNW parenting
- » Why parenting millennials and the "I" generation is vastly different
- » New threats, new opportunities for family business heirs in a vastly different world

**For available dates, fees and arrangements, please email:**  
[john@privatefamilyadvisor.com](mailto:john@privatefamilyadvisor.com) or call 847.295.0295

## Recent Evaluations:

"John's approach is unlike anything you have heard before. His message is immediately relatable, enjoyable, at times humorous, other times empathic, always supportive."

"I emphatically recommend this program to others. I should have heard this message long ago."

"A must for anyone who has a family member joining the business."

"You'll laugh, and you may cry, but you will never look at parenting the same way again."

## About John Messervey



John Messervey is an organization behavior consultant who counsels high wealth families throughout the United States and overseas. Among the most experienced family business/wealth consultants, Mr. Messervey resolves complex issues of family business leadership, growth and strategy, generational transfer of wealth,

family dispute resolution and mediation, next generation coaching and mentoring, family office governance, management succession and related issues of earned/inherited wealth.

John has consulted with almost 400 families throughout the U.S., Europe and Asia. He often guides families, owners and managers through very difficult conversations and is known for resolving intricate behavioral challenges.

Mr. Messervey has presented to a variety of groups including the Young Presidents' Organization (YPO), the Menninger Management Institute, Goldman Sachs, JP Morgan/Chase, Merrill Lynch, Northern Trust, Baird, William Blair and the Newport Global Summit. John is a featured family business advisor having appeared on ABC, CBS, CNBC, and NPR.

Mr. Messervey holds a Master's degree in Organization Behavior from the Kellogg Graduate School of Management at Northwestern University; he is an Economics graduate of Miami University in Oxford, Ohio.

John has served as an advisor to four philanthropic boards in the fields of education, social and economic policy, arts and the environment.

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