

Welcome to the first Legenis newsletter for 2010

In this month's issue we feature a 4BC radio interview with Dr Robb Musgrave; How to use Valgenics with families; and what is on the horizon for the next decade.

If you have any questions regarding the information in this month's newsletter please don't hesitate to call or email us.

I hope you enjoy this month's articles.

Warmest regards,  
**Dr Robb Musgrave**  
CEO, Legenis

*Legenis: Leaving a lasting legacy for families, foundations, corporations and non-profit communities by empowering them to do the right things, by doing things right.*

Edition 14 - January 2010

## Article 1



### From Dr Robb

We enter a new decade; one that we already know will be filled with change. For change is a large part of the information revolution. Look at the past ten years and the impacts of change. We now communicate electronically through email, text and twitter. As Sheldon from TV's Big Bang Theory says, "I have friends; I have 224 friends on Facebook". "Yes," answers Leonard, but you have never meet any of them."

Many of us would rather write to each other than to talk to each other. I see people using SMS and text at the same table, yet not having a conversation. To

me this seems the USP of successful advisers of all persuasions in this next decade. One on one high touch personal communication, not databases full of poorly related suspects or single previous purchasers of product or services.

It means that you have to be even more selective in exactly who will be your client, while at the same time offering a broader range of services than you have used in the past, to those selected few. As we become more specialised in our services set we need to embrace Alliance Partners who will deliver other specialist services to our select clients. Trust and your established relationship will assist clients, but you need to trust your alliances as well.

At Legenis we specialise in Administration of Foundations. The next few months are our busy season. If you have clients you suspect may want or need a foundation for personal, family, or taxation deferral reasons. Feel free to contact us, as your Alliance Partner for Philanthropy. We also provide Succession and Estate Planning advice to other professional advisers.

It will be an exciting, rewarding and challenging decade, the ying and the yang of the Chinese philosophy of living in interesting times. I wish you great success for this year and the decade to come.

**If you would like information on how you can give most effectively and start living your legacy please contact Robb at [robb@legenis.com](mailto:robb@legenis.com) or on +61 7 3395 1213.**

---

## **Dr Robb Musgrave on the air!**

Recently Robb was interviewed on radio about his new book, "When Success isn't Enough – How to Build a Living Legacy". A podcast of the interview is available from the Legenis website here: [Radio Interview](#) and you can also purchase a copy of this terrific read from the store on the website.

Success means different things to different people. To Robb, success is about legacy, fulfilment and validation. His book, ***When Success Isn't Enough***, seeks to help each reader find true meaning in their life and then determine a practical way for it to come alive for them. I have watched Robb grow in his understanding of wealth and success. I have also seen him strive to find the best way to communicate to others what he has learned. His book hits the target and will help any reader sort through the myriad of alternatives they will find along the pathway to personal achievement and success. Congrats Robb, on a tremendous effort and contribution to the body of knowledge on personal satisfaction and achievement. You hit the bullseye!"

Guy Baker

President of the Million Dollar Round Table, Author of ***Why People Buy and Baker's Dozen - Thirteen Steps to Financial Independence***

---

## Article 2

### **valgenics®: Dominant Values Family Style**



- Dr Robb Musgrave

When I developed valgenics®, it was developed as a way of identifying the dominant values of an individual. We used a forced choice program to assist in defining the importance of different values to the individual and for consistency in the selection around 6 defined categories. In fact I designed it in particular for Australian men who do have values, but refrain from speaking about them. This is vastly different from US women who cannot stop talking about different values. At Legenis, we have recently been successful in selling our valgenics® profiling tool to US advisers who work in the Legacy Planning field to use with new and existing clients.

We are finding that when advisers begin to work from individuals to couples and with families the valgenics® profiles provides a supportable resource. In the first case the partner or spouse, who will have different dominant values. The adviser is looking towards identifying the common Values or at the least similar values within the same category.

When the family is involved and the client wishes the whole family to do the valgenics® process. Start with the dominant values of the individual and look again for similarities. Often with a wider group the values discussion will be expanded to include other common family values identified by the family, as worthwhile.

---

## Article 3



### **Foundations - Recent Cases**

There are many reasons for individuals, families and companies to set up a foundation. Here are some of our most recent examples.

- A family who inherited a substantial amount from a relative who wanted to remember the relative as well as prepare their late teenage children for important financial lessons in life.

- A financial planning firm who wanted to “own” the philanthropic space with clients and their wealthy friends. The foundation gives them sound reasons to bring the clients together for events with a charity flavour.
- An individual who was the CEO of a \$50million dollar company who wanted to encourage his staff towards philanthropy and as a way for his own charitable interests to be more directed, strategic and with better personal tax outcomes.
- A family who run a company where the sale of an asset produces a large CGT event. Creating the family foundation minimises the tax position, while allowing the family to take the first steps towards preparing the heirs for succession working as a family team.

***Living Foundations – You make the difference***

[CONTACT US](#) | [UNSUBSCRIBE](#)

[www.legenis.com](http://www.legenis.com)



**Legenis Pty Ltd**

PO Box 88 Coorparoo Qld 4151 Australia **ABN** 20 115 007 246

**Phone** 1300 302 191 / 61 7 3395 1213 Fax 61 7 3324 8122

Email [info@legenis.com](mailto:info@legenis.com)