



The FUTR Dictionary

Communication [kuh-myoo-ni-key-shuh n] - noun 1375-1425

Providing value-added ideas and guidance that exceeds expectations. Imparting wisdom and thought-provoking challenges to others that result in true learning. Effective communication has a transmitter, a receiver and an acknowledgment of receipt.

Family Teamwork [fam-uh-lee teem-wurk] - noun 2009

Individual members harnessing their collective talent, capabilities, and creativity to create a competitive advantage for the family.

Fulcrum [fool-kruhm] - noun 1665-75

A tool with which family members leverage potential energy into strength to accomplish great goals.

Fully Transparent [fool-lee trans-pair-uhnt] - adjective 2009

Actions made clear, comprehensible, visible and accessible, enhancing confidence and comfort.

FUTR Community [fyoo-cher kuh-myoo-ni-tee] - noun 2009

Individuals sharing the values of family vision and human capital.

Human Capital [hyoo-muhn kap-i-tl] - noun 2009

The accumulated good will and acumen generated by productive individuals during their lifetime.

Institutional Thinking [in-sti-too-shuh-nl thing-king] - noun 2009

A balanced focus on long-term trends and outcomes designed to mitigate short-term market fluctuations.

Legacy [leg-uh-see] - noun 1325-75

Using stories that exemplify the successful family's behavior, conduct and values to educate the next first generation. Imparting the importance of conveying family values.

Liability Matching [lahy-uh-bil-i-tee mach-ing] - verb 2009

Matching anticipated financial obligations against expected cash flow.



Life Cycle [lahyf sahy-kuhl] - noun 1873

The physical life cycle begins and ends with one's own life and death. The emotional life cycle -- for families that build human capital through succeeding generations -- endures longer.

Lifestyle [lahyf-stahyl] - noun 1939

How you choose to live your life, balancing personal and immediate needs against the claims of future generations.

Multigenerational [muhl-tee-jen-uh-rey-shuh-nl] - adjective 2009

Adapting a mindset and behavior which allows you to think beyond yourself and immediate family to focus on continuing your family's legacy into future generations. Ceding control to younger family members as they acquire necessary skills to assume leadership roles in the family succession.

Next First Generation [nekst furst jen-uh-rey-shuhn] - noun 2009

The old adage of rags to riches to rags in three generations can be upended if each succeeding generation acts as if it is the First Generation.

New Year [nü yir] - noun 1150-1200

A time for renewal punctuated by the Calendar New Year, Chinese New Year, Lunar New Year, Birthday, Anniversary or Opening of a sporting season . . . all a time to set goals, visualize successful achievement.

Steep [steep] - verb before 900

An involuntary action that reflects fundamental character.

Unique [yoo-neek] - adjective 1595-1605

One's own perspective, shaped by life experiences. Singular. Granular. Full of character. Without peer.