

## HERITAGE SPECIALIST CERTIFICATE PROGRAM

Heritage Design starts from a different place. The Heritage Specialist Certificate Program will give you the tools, skills, knowledge of what's possible, and practice that leads to the confidence necessary to achieve your desired outcomes and the outcomes of your clients and their families and/or the collaboration competencies to make it happen.

This Certificate Program is designed for successful professionals who desire to take their relationships to the next level and understand collaboration is the secret to success. For many professionals, the "next level" means increasing their profits or philanthropic gifts, increasing their retention, making a bigger difference in their clients' lives, and/or working with higher net worth families.

The program includes topics listed below delivered through video recorded segments, virtual training sessions, and an in-person coaching session. Also included are copies of the books *Beating the Midas Curse* and *What Matters*, certification in the Stratton ILS, Expectations Conversation, Quantification Activity, and other assessments to understand your leadership and communication styles, plus you will experience and practice what you are being trained to do.

### **Better Listening, Better Questions, Better Relationships (BBB)**

*\*includes four on-demand videos that you must complete before the 1-day live virtual session.*

This is our Foundational Training that is applicable to all client-facing professionals. This Academy focuses on helping professionals to close engagements faster, deepen their understanding of what the client really wants (for both the client and the advisor), and deepen client relationships. We also provide you with a simple way to clarify and establish mutually agreed upon expectations that allow dreaded conversations to be easily addressed.

Over the past 20 years of training, we have heard 2 consistent themes from our *Better Listening, Better Questions, Better Relationships* Academy attendees:

1. They use the training we provide every day with almost every client and in their conversations with everyone - family, friends, etc.
2. The training paid for itself when they used it with their first client or prospect.
3. The skills and tools they learned helped them build deeper relationships with both their existing clients and their families, which resulted in more current revenue, higher retention, and more referrals.

*This training qualifies for up to 15 Continuing Education credits for CFP (likely other organizations, too!).*

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The Training includes:

- How to understand and facilitate your client/prospect's decision-making process;
- Using the 7-step Alignment Conversation™ to create deeper relationships with your existing clients, distinguish yourself from their other advisors (and competitors), and engage new "A" Clients; and
- Using the Expectations Conversation™ to set clear, agreed upon expectations with your clients and prospects. One definition of disappointment is "the difference between someone's expectations and their experience." Clients often have unstated (and sometimes unrealistic) expectations. If you do not know what those are, you are likely to unknowingly disappoint them;
- When multi-generational planning is appropriate for a client, an overview of The Heritage Process®, and where and how it can fit within your existing practice (which may be through collaboration).

**Alignment Milestones Training Program (includes Stratton Certification)**

During the 2-day IN-PERSON Alignment Milestone Training Program, you will experience and learn how to facilitate a transformational event that can be customized for families, business/family business, and organizations.

Includes:

- The 2-day IN-PERSON training program;
- The annotated agendas including scripts for the pre-meeting individual calls and coaching;
- A template for the summary memorandum;
- Scheduled format with scripts for adapting to virtual;
- Details for coaching for all family members;
- The important logistics for the event, location;
- Steps for post-meeting follow-up; and
- Stratton ILS certification.

*The Interpersonal Leadership Styles (ILS) survey is a powerful interpersonal communications tool that focuses on individual styles of behavior and the impact different styles have on the quality of relationships and personal and team performance. Our ILS programs and workshops have been sharpened to improve Emotional Intelligence (EQ) that impacts individual and team effectiveness. It has become an invaluable tool for Executive Coaches, Financial Advisors, Private Wealth Managers, Human Resource and Consulting professionals.*

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**Creating Purpose Statements Training Program** is where you will learn and practice tools, skills, and activities to facilitate groups to identify and articulate their unique purpose through a series of activities and experiences.

Although this training will use working with families for its context, these skills, tools, and activities are equally effective to help any group to identify and articulate its purpose (aka mission/vision). These groups may include business boards, departments or teams, non-profit board of directors or teams, and client couples to help them get on the same page and stay focused for their future planning and execution.

Creating, revisiting, and following a Vision/Mission statement is vital to the success of many businesses. Similarly, creating and revisiting their Family Purpose Statement provides the common vision for the family that is essential for any family that desires to maintain their financial wealth and family harmony from generation to generation. It is even more essential for families with a family business. And it is often one of the family's next steps upon completing a Family Alignment Milestone.

The session includes:

- An overview of The Heritage Process and how it fits with financial and estate planning and with your existing practice and at what points in the process you can facilitate the creation of and periodically review the purpose statement with the family.
- Understand the power and importance of a 'purpose statement' in general, and specifically to help a family/group thrive together for multiple generations;
- Foundation elements of a Purpose Statement and how to frame it up for the group;
- Using the tools, process, and skills to demonstrate and practice how to help families or any other group or organization create a purpose statement.

As part of your Certificate Program investment, you will receive a limited intellectual property (IP) license to use our IP you received during your training coaching sessions. You will also have the right to attend our Annual Conference & Awards Dinner on October 22-23, 2004 at a discount, with access to the THI Member Community and your Training Teams on Knowledge Vault, our private online training platform & library.

**The Heritage Institute is a community within which professionals can prepare for and experience their most desired professional and personal outcomes.**

You have several options for enrolling into the Certificate Program (the timing of training sessions) and two payment options (all up-front or two equal installment payments).

## HERITAGE SPECIALIST CERTIFICATE PROGRAM APPLICATION

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

This Certificate Program is designed for successful professionals who desire to take their relationships to the next level and understand collaboration is the secret to success. For many professionals, the “next level” means increasing their profits or philanthropic gifts, increasing their retention, making a bigger difference in their clients’ lives, and/or working with higher net worth families.

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- **Better Listening, Better Questions, Better Relationships Virtual Training\***  
\*training includes four on-demand videos that you must complete before the 1-day live virtual session.
- **Alignment Milestones 2-Day In-Person Training Program (includes Stratton Certification)**
- **Creating Purpose Statements 2-Day Virtual Training Program**

**In order to maximize the value, you will receive from this certificate program, you agree as follows (read and initial each):**

\_\_\_\_\_ For in-person meetings, I will make my travel arrangements to allow for me to attend the entire session. For virtual meetings, I will attend virtually for the entire session. And I understand and agree that there is no credit for missed sessions.

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\_\_\_\_\_ I agree to watch/attend and complete the training as shown below (select one):

\_\_\_\_\_ **OPTION 1:**

***April 30, 2024***

Better Listening, Better Questions, Better Relationships Training – 1-day Virtual plus Videos

***May 15-16, 2024***

Creating Purpose Statements (CPS) Training Program – 2-day Virtual

***October 24-25, 2024***

Alignment Milestones Training Program (AM) – 2-day In-Person (TBD)

\_\_\_\_\_ **OPTION 2:**

***May 15-16, 2024***

Creating Purpose Statements (CPS) Training Program – 2-day Virtual

***August 8, 2024***

Better Listening, Better Questions, Better Relationships Training – 1-day Virtual plus Videos

***October 24-25, 2024***

Alignment Milestones Training Program (AM) – 2-day In-Person (TBD)

\_\_\_\_\_ I agree to protect The Heritage Institute’s Intellectual Property, and agree that any reproduction, presentation, distribution, transmission, or commercial use of the concepts, strategies, methods, materials, and all other trademarks, in any media, now known or hereafter invented, is prohibited without the express written permission of The Heritage Institute. I agree that I shall not use any device, now existing or hereafter invented, to make an audio and/or visual recording, transmission, or broadcast of any workshop session, in whole or in part.

\_\_\_\_\_ I agree that The Heritage Institute has the right to reschedule sessions and/or substitute instructors.

\_\_\_\_\_ I understand that I am expected to apply what is learned through practical experiences and insights as I go, and mastery of the concepts will continue after training and during my membership.

\_\_\_\_\_ I agree that The Heritage Institute reserves the right to decline or terminate my participation in the Program for any reason at any time.

*I understand that, if this application is accepted, this Membership shall be effective for a term of one year, and will renew automatically for additional one-year terms unless it is terminated as described below. I understand that this membership may be terminated if, in the sole discretion of THI, I have failed to comply with any of the Membership qualifications, I have not maintained my practice in a manner consistent with The Heritage Process® espoused by THI, I have violated THI's Code of Ethics, or I take any action that THI deems to be not in the best interest of THI or any of its Members. I understand and agree that said determination is subjective, and will be made by THI in its sole discretion. If this Heritage Specialist Certificate Application is accepted and THI agrees to renew this Membership each year, this Membership will be automatically renewed with no further action from me. If I desire to terminate this Membership at the end of any term, I agree to provide THI with notice of said termination not less than 30 days prior to the renewal date. The renewal fees shall be at the then applicable rates (which may be modified from time to time by THI).*

*I understand that The Heritage Institute video records academies and events. I hereby authorize The Heritage Institute to use my image and/or voice as it is so recorded on its web site or in any other media as it so chooses.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Options:**

\_\_\_\_\_ Lump Sum (\$9,800.00)

\_\_\_\_\_ 2 payments (\$5,000)  
*(1st payment with accepted application and 2<sup>nd</sup> payment 30 days before final training)*

\_\_\_\_\_ **Please charge my (Check One):** \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSV Code: \_\_\_\_\_

Card holder's name as it appears on the card: \_\_\_\_\_

Billing address: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*We reserve the right to delay the start of a Coaching Program due to insufficient enrollment, inclement weather, or other events beyond our control. In the event a program is delayed, we will notify you as soon as possible. You may choose to stay enrolled in the program with the alternative dates or receive a full refund of your registration fee. The Heritage Institute will not be responsible for any costs you incur due to such delay.*