

# Bridging Generations - Transitioning Family Wealth and Values for a Sustainable Legacy

Roy O. Williams and Amy A. Castoro

## Foreword

This wise book by Roy and Amy takes the preparing heirs conversation to a new level of understanding and action with new stories and current insights for today's readers. This book includes the benefit of many additional years of field studies with families (and their trusted advisors) to ensure their legacies endure. As a true test of time, the steps highlighted that have brought many families unity and harmony, remain true to Roy's original vision.

Roy William's and Amy's insight into family dynamics and wealth transition is a powerful force reversing the trend of the 70% failure rate. Their work enables families to cultivate the family values that have driven us to reach the level of success we enjoy, and then to pass them on to our next generations. Without a clear sense of who they are, what makes them who they are, the next generations are at risk of being adrift in the vicissitudes of wealth. Regrettably I have seen this play out all too often.

Many of us have developed a family vision, and in some cases an organization to take care of the family wealth. Probably not unlike your situation, our family business is becoming more complicated as we transition to the next generations.

Though our financial advisors, attorneys and accountants have taken the necessary steps to protect our wealth and to ensure that it will transfer according to our plans, I chose to proactively prepare my family members to be prepared to receive the wealth. The Williams Group teaches the family tried and tested trust and communication skills, identifies with the family the values the family holds in common, and with the family develops the long-term

purpose/mission of the family. We have discovered the true wealth of the family is the values the family holds, and enduring relationships.

Roy and Amy point to the essence of how to transfer family values and how to retain family unity and harmony. How to have the family drive the wealth versus the wealth drive the family. Your family values are key, and mining those from the rich history of your family is the gift you can give your next generations. It is the values we live by that are the best indicators of success. Through them we can find our purpose, the hidden force behind the every day decisions and actions you and your next generation are taking now, that will impact their future.

Through the work of The Williams Group families learn the essential skills of how to build trust with one another, move beyond the past and see new ways of building relationships, foster direction, purpose and involvement for individual family members, and for the family as a unit. Family is placed front and center. The family learns the necessary skills required to work together as a high performing team, turn conflict into a generative way forward, and take accountability for the responsibilities of their family unity and wealth. These skills build confidence, competence, and the necessary ambition in the next generation so they can step up to the plate and impact their world in meaningful ways.

For Roy, Amy and their team, the ROI is when a family comes together and impacts the world in ways that reflect their own values and as a result makes the world a better place.

Pete Coors  
Chairman, Coors Brewing Corporation