

Morgan Stanley

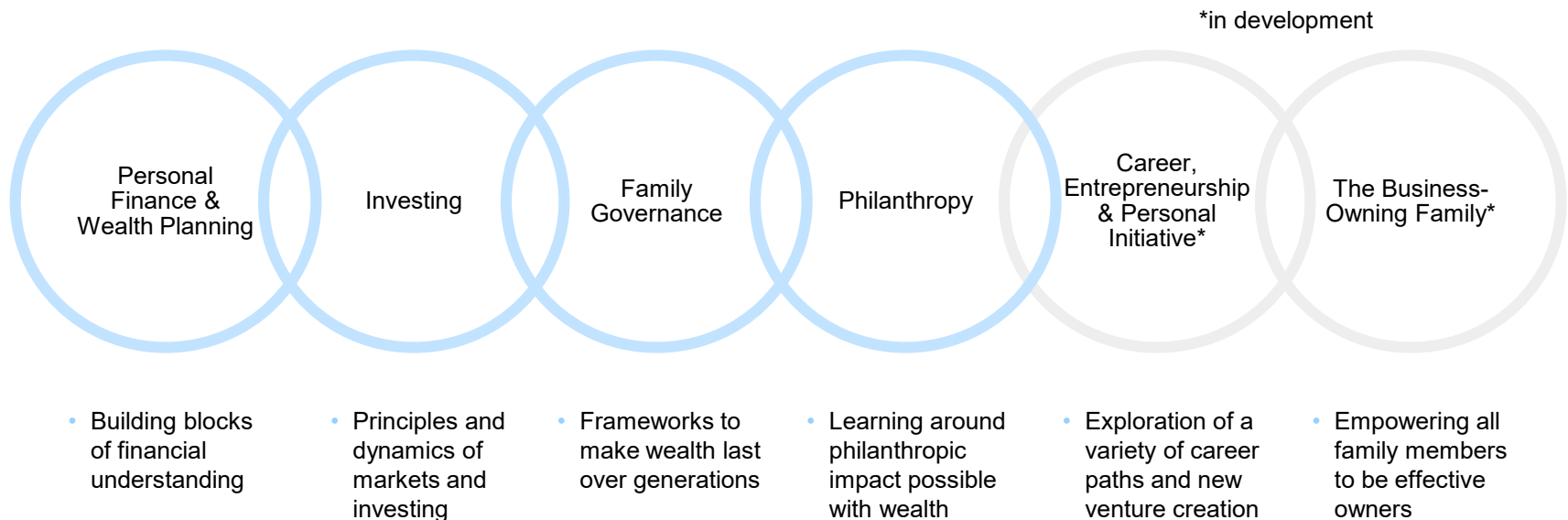


Wealth Education Development Plan Family Governance & Wealth Education

CRC 2450765 3/2020
Expires 3/2022

Family Wealth Education

The Family Governance & Wealth Education group helps ultra high net worth families strive to maximize the value of their human capital by driving family wealth education, making it more likely that all members of the family will have the foundation they need to lead meaningful, fulfilled and engaged lives.



Family Wealth Education Curriculum

The content includes subject matter that family members must understand if they are to manage generational wealth and become effective stewards.

PERSONAL FINANCE – Building blocks of financial education that provide a foundational understanding. These concepts provide a basis for learning about more complex financial ideas and instruments.

Goal Setting • Saving • Credit and Debt • Taxes • Risk Management • Home Buying • Wealth Transfer

INVESTING – Learning about markets and investing, as well as risk, which is critical throughout financial management. Emphasis on understanding what an “investment” means in all areas of life. Given the need for smart investing in wealth management, greater proficiency matters.

Working With a Financial Advisor • Market Dynamics • Risk and Return • Diversification • Asset Allocation • Alternative Investments

CAREER, ENTREPRENEURSHIP & PERSONAL INITIATIVE* – Articulating your value, acknowledging strengths and weaknesses, discovering what you love to do, and pursuing educational and personal development. Financial learning occurs with the exploration of income potential and maximization, and salary negotiation coaching. Entrepreneurship learning helps the younger generation understand the challenges, risks, and courage that new business development entails, and how hard earlier generations worked to create family wealth.

Self-Assessment • Skills and Interests • Educational Development • Career Paths • Salary Negotiations • Entrepreneurial Process

FAMILY BUSINESS OWNERSHIP* – Provides information for business-owning families that will help them become more effective owners. Learning about business in general and the family’s business in particular.

Business Management • Communication • Conflict Resolution • Performance Evaluation

PHILANTHROPY – Applies financial learning to enhancing the family’s philanthropic impact. Philanthropy is an area of interest and engagement for younger generations, and provides another powerful and compelling context for learning about financial management.

Philanthropic Mission • Impactful Grant-making • Trends in Modern Philanthropy • Philanthropic Vehicles

FAMILY GOVERNANCE – Rooted in the family’s unique circumstances, and tailored to the family governance advice provided to the family.

Articulating and Aligning Values • Managing Family Conflict • Stewardship • Communication • Decision-making • How to Be a Trust Beneficiary

*in development

Family Wealth Education Strategy

The teaching strategy relies on a diverse set of methods to engage the student and promote mastery.

Assessments

- A pre-test defines learning needs and existing understanding. A post-test helps gauge knowledge acquisition.

Discussion

- Every module begins with a “why” and a “what” conversation. We explain the topic and its relevance, and provide a foundation for understanding how it fits into the wealth management whole.

Experiential Learning

- These exercises provide the opportunity to “learn by doing,” which is critical with financial learning. For adults, exercises utilize their actual financial life. For youth, we use model examples.

Workbook

- A workbook will provide textual explanation of concepts, as well as exercises to further develop mastery.

Digital*

- An online component of the program will provide an opportunity to reinforce and fortify learning.

With understanding comes confidence and success in managing, growing and preserving financial and human capital

Individualized education with a variety of learning connections leads to engagement, and understanding.

*in development

Team Biography

Family Governance & Wealth Education



Charline Burgess

Vice President

Charline Burgess is the Senior Wealth Education Specialist in Morgan Stanley's Family Governance & Wealth Education unit. In this role, she develops, coordinates, curates and teaches financial education programs for Financial Advisors and their clients. She has a passion for education, and has considerable experience in education instruction, curriculum and content development for a variety of platforms.

Prior to joining Morgan Stanley, Charline was a professional educator and has also worked for an education consulting firm where she focused on teacher professional development. She has been a Morgan Stanley employee since 2000, having joined the firm in the Institutional Equities Division before becoming a Financial Advisor, then working as a Training Specialist in the Technology Training Group and as the Branch Administrator in a Washington, D.C. branch.

Committed to local community involvement, Charline is currently a docent at the Stabler-Leadbeater Apothecary Museum in Alexandria, VA, and actively volunteers with the Junior League of Washington, the Washington School for Girls, the Capitol Area Food Bank and BikeMS.

Charline graduated from the University of Florida with a Master of Education degree and a B.A. in English with a double minor in Education and Environmental Studies. Charline has presented at both national and state level education conferences. Charline currently holds her FINRA Series 7, 63 and 65 securities licenses.

Past performance is no guarantee of future results. Estimates of future performance are based on assumptions that may not be realized. This material is not a solicitation of any offer to buy or sell any security or other financial instrument or to participate in any trading strategy. Please refer to important information, disclosures and qualifications at the end of this material.

Team Biography

Family Governance & Wealth Education



Glenn Kurlander

Managing Director

Glenn is the Head of Morgan Stanley's Family Governance and Wealth Education unit, and has helped ultra-high net worth clients address matters of family governance, complex estate planning and wealth education for over 35 years.

Prior to joining Morgan Stanley, Glenn was a nationally recognized trusts and estates attorney, with over 18 years' experience advising wealthy families and individuals in connection with the management, protection and transfer of global wealth, including the creation of family governance systems; the management of family dynamics related to the possession of significant wealth; the succession of closely-held businesses; the resolution of family disputes; the management of family offices; the creation of tax-efficient transfers during life and at death; and the structuring of public and private philanthropy. Glenn was a partner of Kirkland & Ellis, where he was the head of that firm's trusts and estates group.

Glenn has written in leading professional journals and has lectured extensively on topics such as family governance, managing family conflict, the dynamics of family wealth and family offices, and has been quoted in The Wall Street Journal, The New York Times, The Atlantic, Time, Worth Magazine, and Barron's, among others. He is a former president of Morgan Stanley's Global Impact Funding Trust, Inc., the charity that operates the firm's donor-advised fund.

Glenn received his law degree, cum laude, from the Cornell University Law School in 1984, where he was an editor of the Cornell Law Review. He also holds an M.A. degree in English literature from Columbia University and is a cum laude and Phi Beta Kappa graduate of Franklin & Marshall College.

Glenn lives in West Palm Beach with his wife and four children, and their goofy dog, Dizzy. Glenn is a past president of his synagogue and is passionate about fast cars and Harley Davidsons.

Although certain professionals may be admitted attorneys, these professionals holding legal degrees act purely in a non-representative capacity. Morgan Stanley, and its affiliates, its Private Wealth Advisors/Financial Advisors and other employees do not provide tax or legal advice. You should consult your own tax advisor for matters involving taxation and tax planning and your attorney for matters involving trusts and estate planning.

Past performance is no guarantee of future results. Estimates of future performance are based on assumptions that may not be realized. This material is not a solicitation of any offer to buy or sell any security or other financial instrument or to participate in any trading strategy. Please refer to important information, disclosures and qualifications at the end of this material.

DISCLOSURES

Morgan Stanley Smith Barney LLC ("Morgan Stanley"), its affiliates and Morgan Stanley Financial Advisors and Private Wealth Advisors do not provide tax or legal advice. Clients should consult their tax advisor for matters involving taxation and tax planning and their attorney for matters involving trust and estate planning, charitable giving, philanthropic planning and other legal matters.

Asset allocation and diversification do not assure a profit or protect against loss in declining financial markets.

Alternative investments often are speculative and include a high degree of risk. Investors could lose all or a substantial amount of their investment. Alternative investments are suitable only for eligible, long-term investors who are willing to forgo liquidity and put capital at risk for an indefinite period of time. They may be highly illiquid and can engage in leverage and other speculative practices that may increase the volatility and risk of loss. Alternative investments typically have higher fees than traditional investments. Investors should carefully review and consider potential risks before investing.

Morgan Stanley Wealth Management is a business of Morgan Stanley Smith Barney LLC.

© 2021 Morgan Stanley Smith Barney LLC. Member SIPC.

CRC 2450765 3/2020