



FamTecSM
Family + Technology

Why am I completing the Family Culture Identifier?

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When it comes to multi-generational planning within families, virtually all of it revolves around the strategies that will effectively pass valuables on to heirs. But this approach lacks the component that is the glue that keeps families together, and that is its culture. Culture is defined as the principles that translate into behaviors which manifest themselves on a day-to-day basis.

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What is the Family Culture Identifier?

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How is the Family Culture Identifier completed?

You will be asked to answer 45 questions. In the end, a gauge will appear on your individual dashboard that will visually communicate the level of Family Culture you perceive exists within your family.

Reference Sources: This assessment is based on Family and Culture Lab at the University of California at Berkley.