

The Future Wealth Report

The essence of success

February 2011



scorpiopartnership
what wealth needs next

SEI Global Wealth Services

ABOUT THE PARTNERS

Scorpio Partnership

Scorpio Partnership is a pioneer in the art of translating the complex needs of wealthy clients into practical, innovative and profitable solutions to target these customers. This award winning firm has interviewed over 7,500 millionaires and billionaires worldwide to collect opinions on what they will need next. In addition, through online projects, such as this one, it has collated insight from almost 5,000 wealth holders on all continents of the globe. With this knowledge, the firm has implemented strategic research, practical consulting and business innovation projects in over 35 countries.

Standard Chartered Private Bank

Standard Chartered Private Bank is the private banking division of Standard Chartered Bank.* Headquartered in Singapore, the Private Bank has over 1,300 employees including over 450 relationship managers globally. It has 31 offices in Asia, Africa, Middle East, Americas and Europe.

The Private Bank leverages the natural strengths of Standard Chartered: a heritage of over 150 years in international banking, an international network across more than 70 countries and strong local presence in growth markets. This puts the Private Bank in an advantaged position to build and deepen relationships with its clients.

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SEI (NASDAQ:SEIC)* is a leading global provider of outsourced asset management, investment processing and investment operations solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth. As of December 31, 2010, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers USD416 billion in mutual fund and pooled assets and manages USD172 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations, from numerous offices worldwide. For more information, visit www.seic.com.

Morar Consulting

Morar Consulting was founded to bring new approaches to brand strategy and brand measurement to help our clients grow the value of their brands. The success of our work is built on a combination of four key elements: insight, expertise, technology and action.

*Important Information

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INTRODUCTION – SCORPIO PARTNERSHIP

Last year we published a report entitled: *Just who are the world's Futurewealthy?*

To be honest, it was a question we had been asking ourselves for some time. As a strategy firm focused on the financial needs of the world's wealthy, we were regularly in contact with upwardly affluent customers. What we were finding was that some simply felt that many big companies just didn't quite "get them".

Over time, "some" started to add up to "quite a lot". And soon there were too many of them for this not to matter. We knew they felt they were on the fast track to wealth. We also knew they felt that big companies didn't really know what that meant. The cliché "time poor and cash rich" didn't quite stretch far enough into their ambitions and goals to do them justice.

So, we began this project in 2009 as a long-term initiative to uncover the attitudes and aspirations of wealth creators around the world. Our goal was to gain insights that would help us reach them more effectively. We called our targets the Futurewealthy because they all share the aspiration to attain a high level of financial success.

In the first year, with the help of Standard Chartered Private Bank and other partners, we started the largest ever global survey of these individuals, asking more than 1,400 around the world (with an average wealth of USD2 million) some searching questions about their attitudes, interests and activities in a series of online polls.

That initial research gave us great beginnings for a Futurewealth personality profile. In fact, our findings suggested that the Futurewealthy really do behave broadly as a tribe when it comes to wealth issues. So in 2010, we went back to this same group, (this time with an additional partner, SEI) to deepen our understanding of what makes them tick.

More than 1,700 individuals took part in the research, a 21% increase on last year.

We have asked them, quite simply, what does success mean? How do the Futurewealthy measure their own success and how do they view the successes of others?

In the course of this work, we have been amazed to stumble on what could loosely be called the "formula for success": a heady blend of perspiration, innovation and accountability. In fact, our most successful Futurewealthy have a staggering 80% more energy than the Futurewealthy group as a whole. And given that there is no such thing as an average Futurewealthy respondent, this super-successful sub-group really are turbo-charging their careers.

We've also delved deeper into their personal goals and role models, as well as asking them about the brands they admire and the customer experience they expect.

We hope you find our results as fascinating as we do, and we'd like to thank all those who've helped us reach this step of our continuing journey.

Sebastian Dovey
Managing Partner
Scorpio Partnership

FOREWORD – STANDARD CHARTERED PRIVATE BANK

We are proud to be a long-standing partner of the Futurewealth survey and have been supporting the project since its inception in 2009. Why do we believe in this research?

Understanding our clients is the essence of our business. Understanding those who are still creating their wealth is critical to our future growth. This understanding is vital if we are to meet our clients' evolving requirements, anticipate their future needs and support them throughout their lives.

At Standard Chartered, we believe that wealth creation is an ongoing journey. We not only want to know what is happening right now for our clients, but we also want to understand what their key milestones are, how they are responding to the changes along the way and what is influencing their decision making. Only by gaining insights that go beyond financial areas can we truly support clients on their wealth creation journey.

This year's report contains a wealth of information, giving unique insights into the attitudes and behaviours of this dynamic group of individuals. The most successful are passionate people, putting almost twice as much energy into their work than others. Insights such as this will help us evolve our approach as we are passionate about supporting them on their journey.

Thank you to those who took the time to participate in the survey and thank you Scorpio Partnership for leading this great initiative.

Shayne Nelson
CEO and Global Head
Standard Chartered Private Bank

FOREWORD – SEI

SEI is a leading global provider of private and institutional wealth management solutions. Our goal is to help wealth managers, institutional investors and private investors achieve long-term success.

What makes us different is a total commitment to delivering solutions that are both relevant and innovative, today and tomorrow. We are committed to anticipating changing market needs and then creating innovative business solutions to meet those needs.

This commitment requires much more than a focus on our own success. It demands an understanding of what success means to our clients – and to our clients' clients. Our intermediary clients are dedicated to serving the needs of individual investors, so in our opinion nothing is more important than considering the perspectives of those individuals in our solutions.

Put simply, we believe that genuine innovation must start with intimate knowledge of the end client.

In fact, we believe that it is only by understanding how individual investors ultimately engage with their wealth that we can create solutions which are truly smarter, faster - and better.

We joined the Futurewealth project as part of this commitment to thoughtful client insight. And finding that Futurewealthy clients are as excited by innovation as we are has been tremendous affirmation of our approach.

But we believe this is just the start. As with all our partnerships, we are looking forward to a long-term commitment to the Futurewealth project, to the Futurewealthy and those who serve them. We look forward to gaining new insights and fresh ideas that will continue to power our future thinking and innovative results.

Joseph P. Ujobai
Executive Vice President
SEI

Section one: The story so far...



SEEK



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CREATE

Catching up with some old friends

In brief

- In 2009, we began a programme to identify consumers on a high-achieving wealth creation trajectory. We wanted to find out what makes them tick with the aim of ensuring they are better understood and, consequently, better served as customers.
- We called this elusive group of wealth lieutenants the Futurewealthy and what we found was that they are already pretty far down the fast track to financial success. Their average wealth was USD2 million and their target was typically to amass four times their current wealth. More than that, most were confident that they could achieve their wealth goal within 10 years.
- In 2010, we have revisited some old friends and engaged many new ones to understand what makes them so successful. We have found their confidence is still riding high. While their average financial target has been revised down slightly, their typical goal is still three times their current wealth – within the same timescales, on the whole.

EXPECT NOTHING LESS THAN GREAT EXPECTATIONS

It seems that the global economic situation may have dampened the wealth creation chutzpah of the Futurewealthy somewhat, but it has not knocked their collective confidence altogether. In 2010, we found that the average wealth of the Futurewealthy was USD2 million – the same as in 2009 – but that their average goal has been revised to USD6.4 million. This is still a very bullish threefold increase within a 10-year time frame; although in 2009 the average goal was a little higher at USD8 million.

Confidence, it seems, is a defining characteristic of the Futurewealthy. Indeed, for some time we have been asking above-average wealth groups how much money they have made recently and how much they expect to make in the near future. The results consistently show that those on a wealth creation path are optimistic about their short-term prospects even if they have missed their recent targets.

Quite simply, the Futurewealthy believe in their ability to make money – and in turn this is a factor in their success.

To track how their wealth confidence fluctuates, we have been monitoring their expectations and their successes. In 2009 and 2010, we asked if their wealth had increased over the last 12 months and if they expected it to increase in the next 12 months. We have converted these wealth ambitions into an index, which allows us to compare their attitudes to success more easily.

The results show that on average, the wealth expectations of the Futurewealthy for 2010 were roughly double their short-term performance.

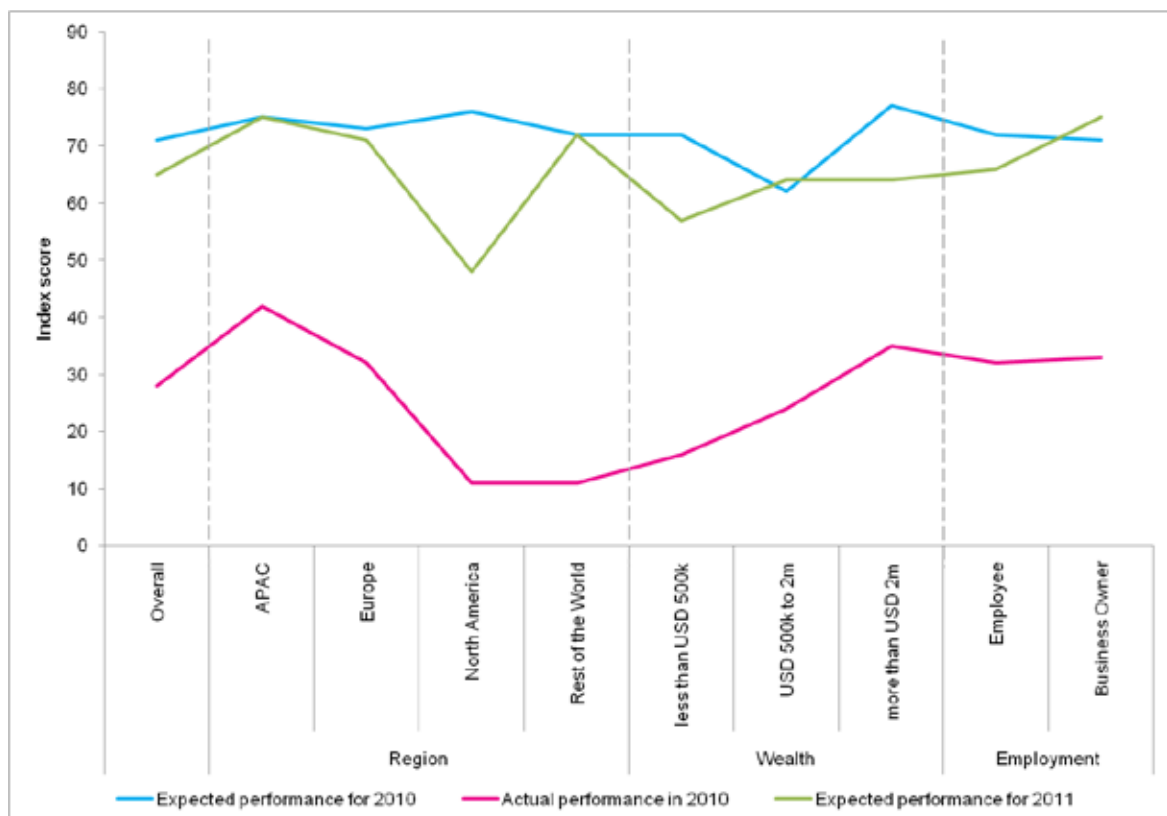
More than that, their expectations were remarkably similar regardless of where they live in the world or how they make their living. Economic happenstance may have had an effect on actual performance in the last 12 months, but confidence levels for the near future are still riding high.

North America is an interesting case in point. While the level of actual wealth creation in 2010 was significantly below expectations, confidence levels for the next 12 months are surprisingly similar to those of other markets – at roughly 30 points above recent performance. Setbacks, it seems, are something the Futurewealthy take in their stride.

Indeed, we made the observation last year that the Futurewealthy act as a global tribe, without seismic changes in attitude from region to region. The wealth confidence index would seem to support this view: that it is not where you are from, but where you want to go that counts.

Figure 1: The wealth confidence index

To what extent have the Futurewealthy increased their wealth compared to their short-term expectations?



Section two: 180%



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CREATE

The difference between "try" and "triumph" is just a little more "umph..."

In brief

- Warming to our theme that success breeds success, we thought it would be interesting to isolate the qualities that make some of the Futurewealthy more successful than others.
- If we look at those who have made the most money so far, we find that they have energy levels 80% higher than the Futurewealthy group as a whole. Clearly, much of this is based on personal perception, but we think it is a staggering statistic.
- More than that, 60% of that extra energy is focused on qualities associated with innovation, such as "making things happen" and hunting out "new opportunities".
- Indeed, innovation itself seems to be a much admired quality. We asked the Futurewealthy how they judge success in themselves and in others. We found they tend to admire innovation in their heroes, although they do not necessarily judge their own success in the same terms.
- Their own success is measured in more tangible ways – making money, achieving quality of life and meeting personal goals – but our Futurewealthy believe that truly great people are those who can make a difference to the world.

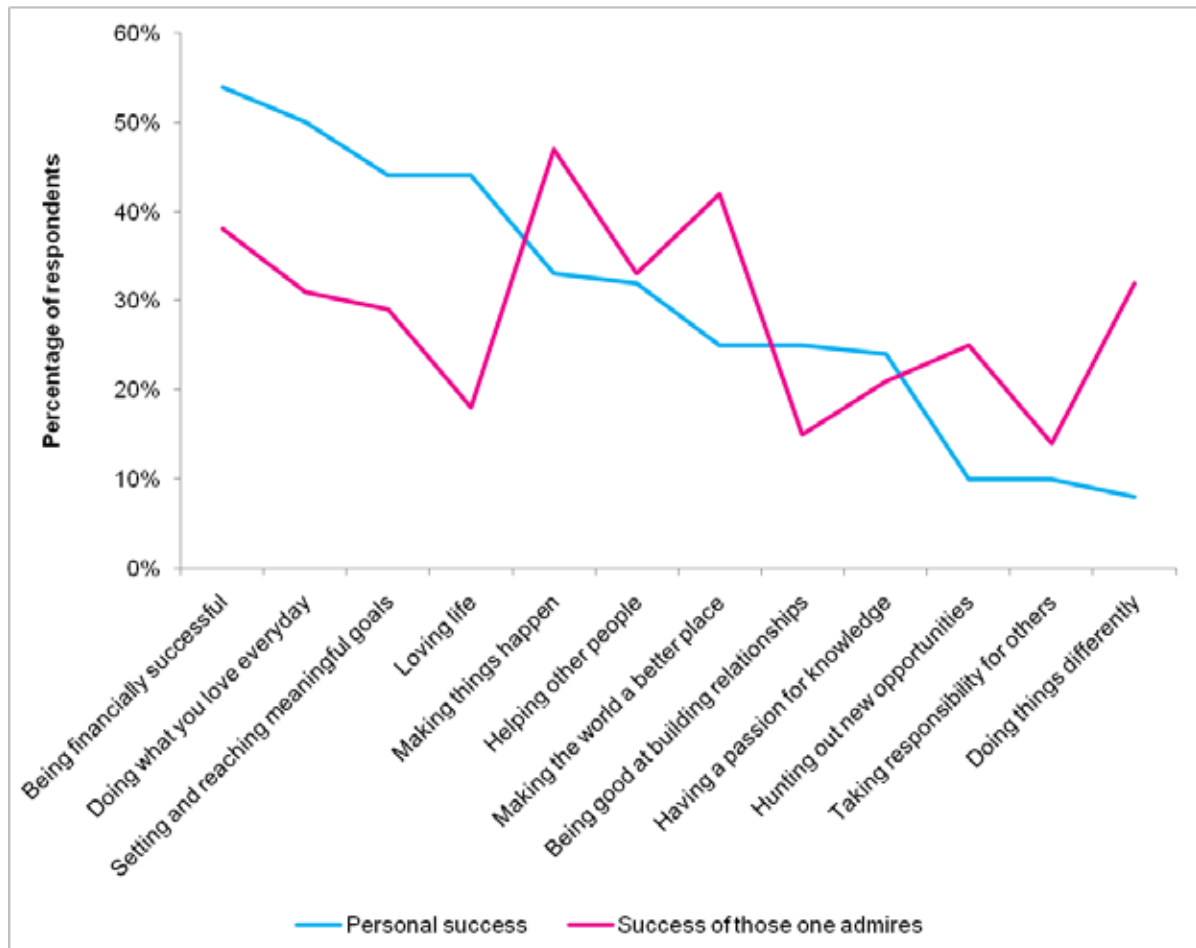
NO ONE CAN FLY INTO FLYING; FIRST YOU STAND, WALK, RUN, CLIMB AND DANCE

Nothing can be more elusive than the essence of success – even to the most successful, right? Over the centuries, many notable leaders have credited their own success to sheer hard work. No doubt this is true, but there was probably a little bit of magic too.

In fact, it seems the essence of success is actually an equation combining of about 80% perspiration and a whole lot of focus on innovation.

Figure 2: The qualities of success

What does success mean to you and what success qualities do you admire in others?



To get to this formula, we asked the Futurewealthy a number of questions about the qualities they associate with success – not just for themselves but for friends, acquaintances and even distantly admired figures.

Interestingly, they judge their own success in terms of everyday luxuries: money, quality of life and meeting their personal goals. But the more the circle widens out through their network to their heroes, the more they admire others’ abilities to make a difference in the world.

In particular, they judge others to be successful if they can “make things happen”, “make the world a better place”, “do things differently” or “identify new opportunities”. All of these qualities require change, action and fresh thinking. You could say they are the qualities of innovation. And, there is no doubt, the Futurewealthy admire innovation in those they judge to be most successful.

THE ONLY WAY TO LEAVE UNIQUE FOOTPRINTS ON THE SANDS OF TIME IS TO FIND YOUR OWN BEACH

If we just look at the individuals identified by the Futurewealthy as world-beaters, innovation screams from the top of the list. Given a list of superstars from many walks of life, the Futurewealthy rank Bill Gates, Richard Branson and Steve Jobs as the world's most successful. They are three very different people with one thing in common: the pulse of change beats in their veins.

These three business icons nudged notably ahead of 20th century statesmen such as Mahatma Gandhi, Winston Churchill and Nelson Mandela, who could equally be credited with shaping the modern world.

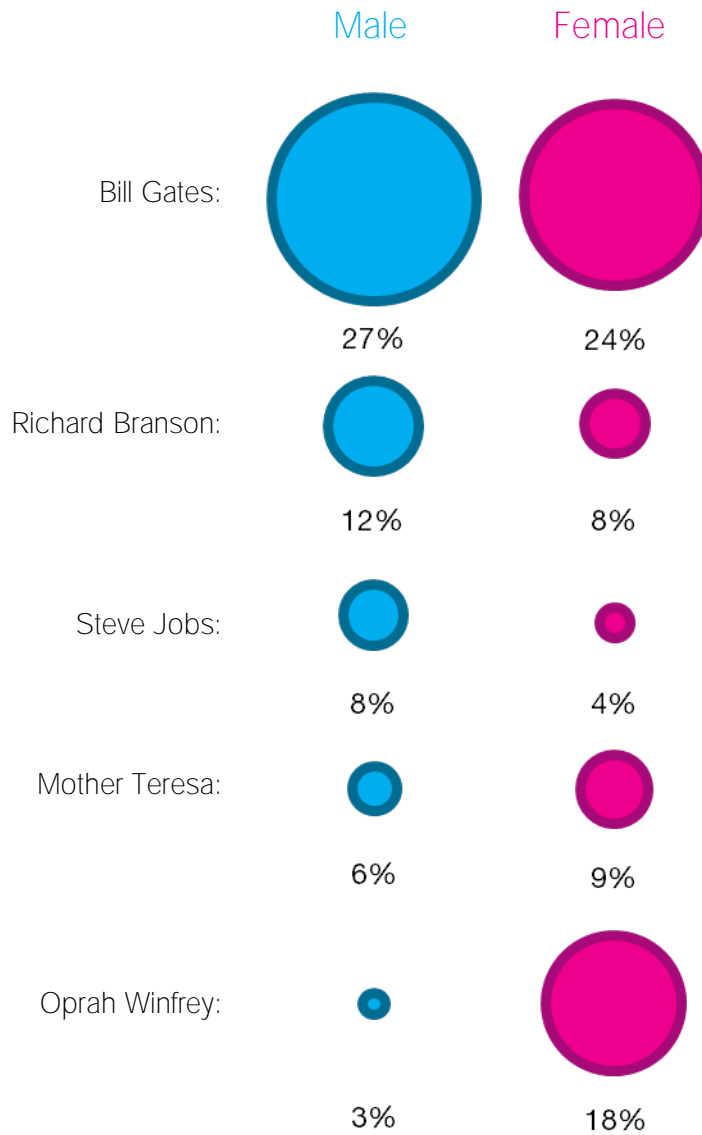
But perhaps most surprisingly, was the extent to which Futurewealthy men and women have significantly different views on what it takes to be a hero. While, Bill Gates was judged by both sexes to be the world's most successful person, women put Oprah and Mother Teresa in second and third place.

This strikes a chord with the qualities by which Futurewealthy women judge their own successes. For example, they value quality of life significantly ahead of money when judging their own success. And, in those they admire, they place more emphasis on whether they help other people.

More broadly, these different perspectives on the success of others also appear to reflect the subtle distinction between heroes and role models. A distinction that seems particularly relevant to the Futurewealthy: they admire the virtues in others that resonate with their own view of the world, without necessarily putting anyone on a pedestal.

Figure 3: Heroes and role models

Which of these well-known people would you say is the most successful? (Top 5)



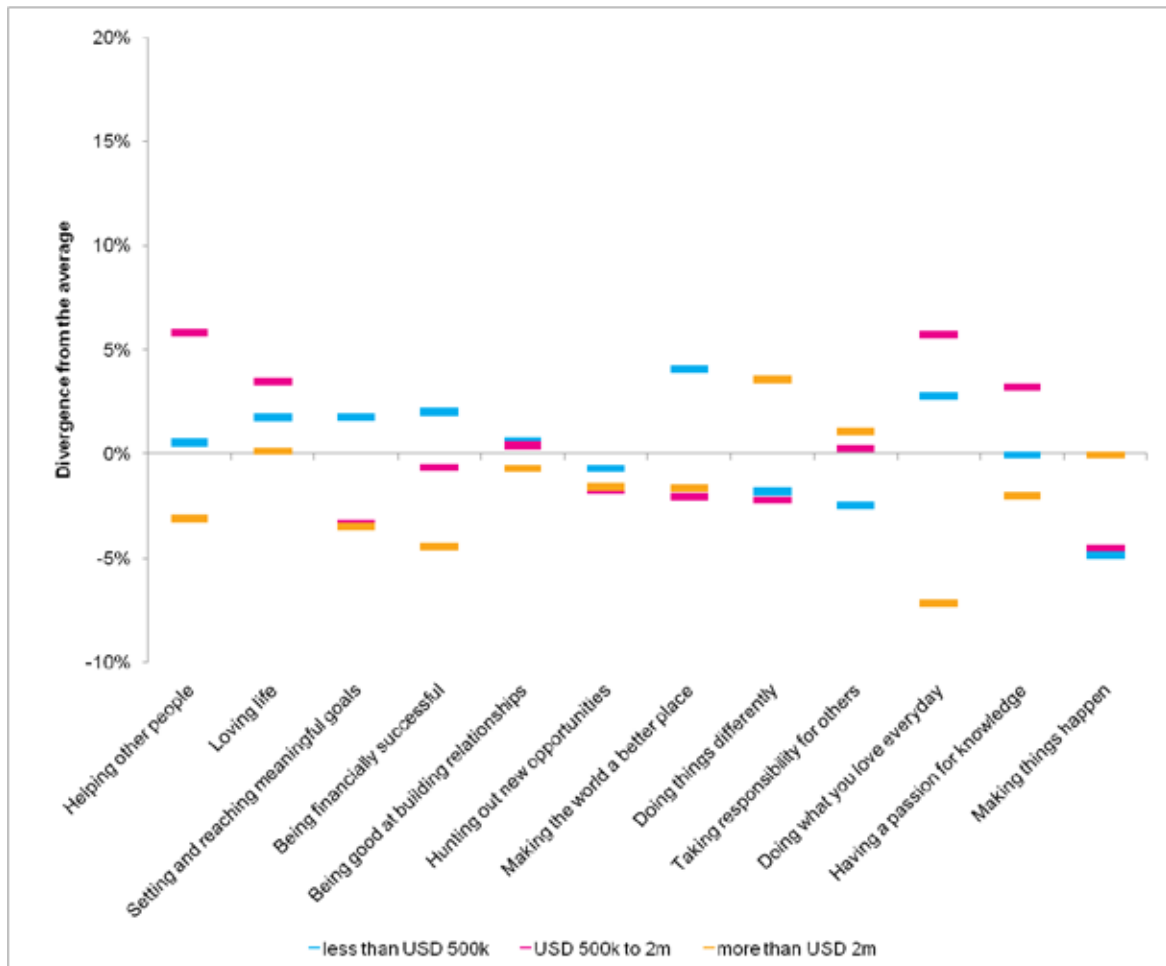
IF YOU WANT SOMETHING DOING, ASK A BUSY PERSON; JUST DON'T EXPECT THEM TO FOLLOW THE GUIDELINES

Not only is innovation a key quality the Futurewealthy identify in the achievements of distant icons, it is also an important factor in their own success.

Our Futurewealthy with the highest levels of current wealth – those who already have more than USD2 million in personal wealth – are also most likely to value “doing things differently” as a factor in their own success. Along with “taking responsibility for others”, they prioritise these two qualities to the exclusion of many other virtues.

Figure 4: The qualities of success (for different wealth levels)

What does success mean to you?

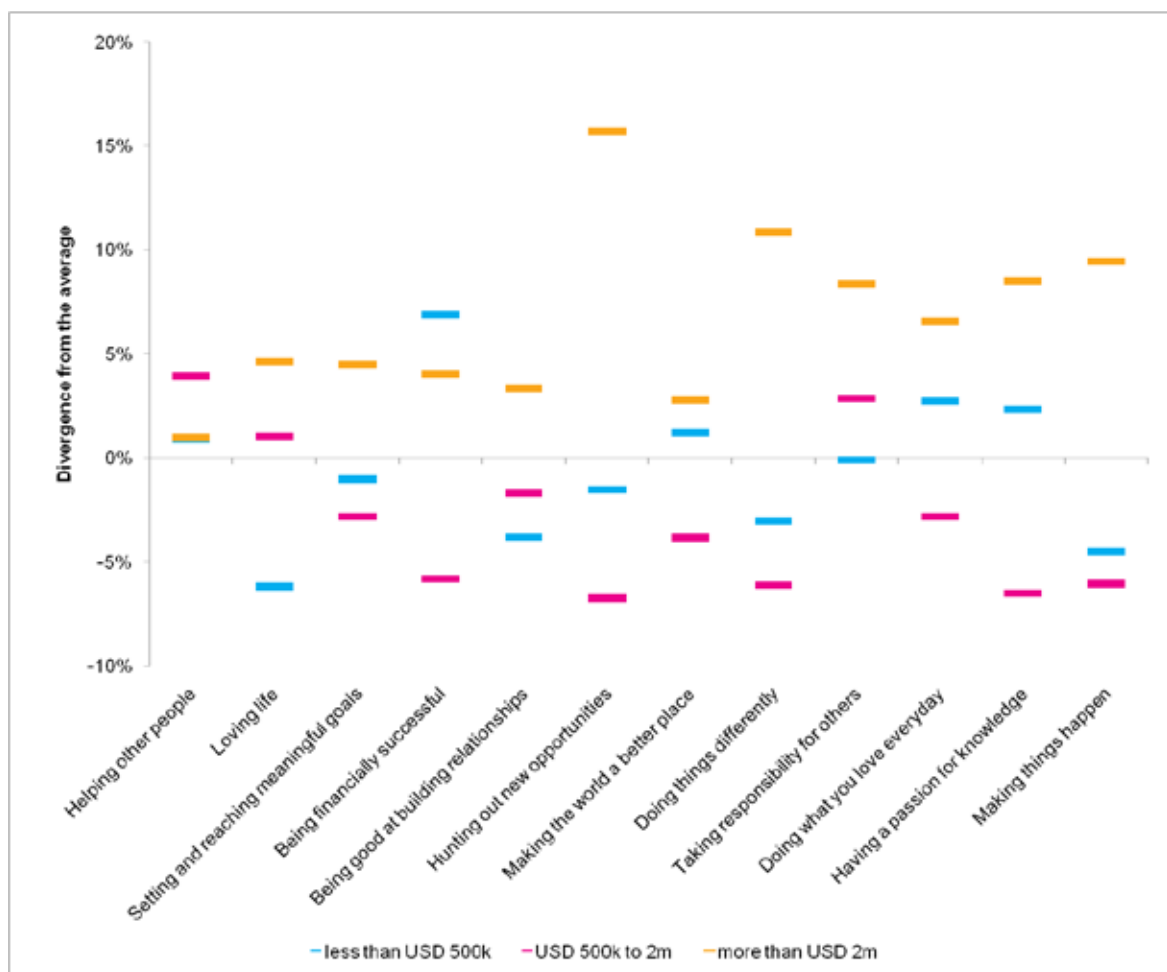


Another staggering quality in the most successful Futurewealthy is their ability, quite literally, to “make time”. They have above-average energy levels for every single quality associated with success. More than that, they are channelling that extra energy primarily into the innovation tasks that are most likely to get them ahead.

These are key ingredients in our magic formula. If we calculate just the extra energy of the very wealthiest Futurewealthy, they have 80% more than the group as a whole. And, if we look at how they channel that extra energy, around 60% is focused on innovative stuff.

Figure 5: Energy devoted to different success tasks (for different wealth levels)

How much energy do you focus on the things that make you successful?



TIME IS AN OBSTACLE TO SUCCESS ONLY WHEN ITS TRUE VALUE IS UNDERSTOOD

Another key ingredient in our magic formula is time. Or, more specifically how you manage time. Unanimously, our Futurewealthy at all levels of wealth feel a lack of time holds them back from achieving their goals. But interestingly, the wealthiest – those already giving 180% – are the least worried about time. In fact, they are the least worried about most things.

Meanwhile, those who are least wealthy have the highest levels of anxiety. They are anxious about time, about their commitments and even their own confidence and abilities.

Is it possible that on the Futurewealth journey, the ability to convert nervous energy into a creative force is a major factor in long-term success?

What we do know is that even if you are busy making it, time is the biggest challenge to success.

Slotting this into a rough formula, we start to get a scientist's view of what it takes to be successful.

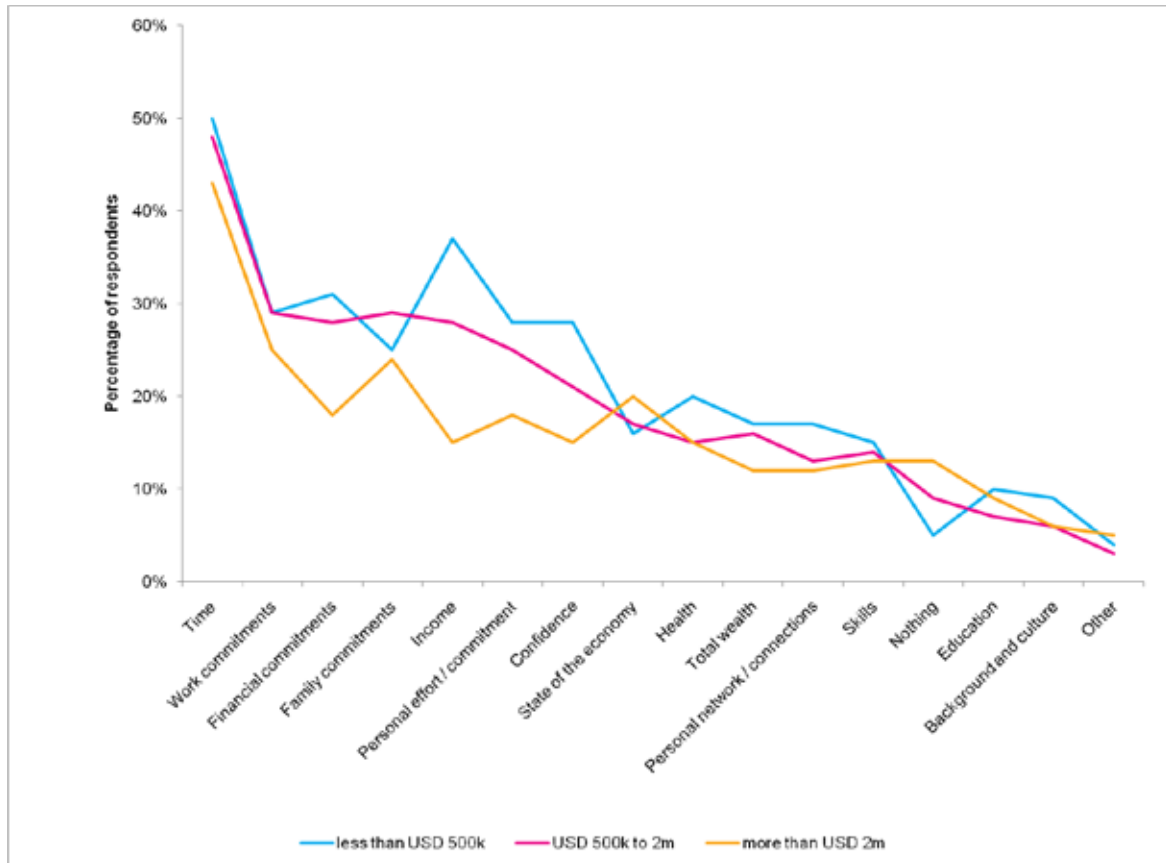
$$\text{Rough formula for success} = \frac{\text{innovation} + \text{accountability}}{\text{time}^{-1}} \times \text{energy}^2$$

Step one is to boost those energy levels: almost doubling them to overcome the limiting effect of time. Step two is to channel those efforts with a strong focus on finding new opportunities and new ways to tackle those opportunities; then make sure you make them happen. Step three is to make sure you take people along with you and meet your responsibilities every step of the way.

It is perhaps little wonder that success is the hardest thing to achieve.

Figure 6: Obstacles to success (for different wealth levels)

What stops you from being successful?



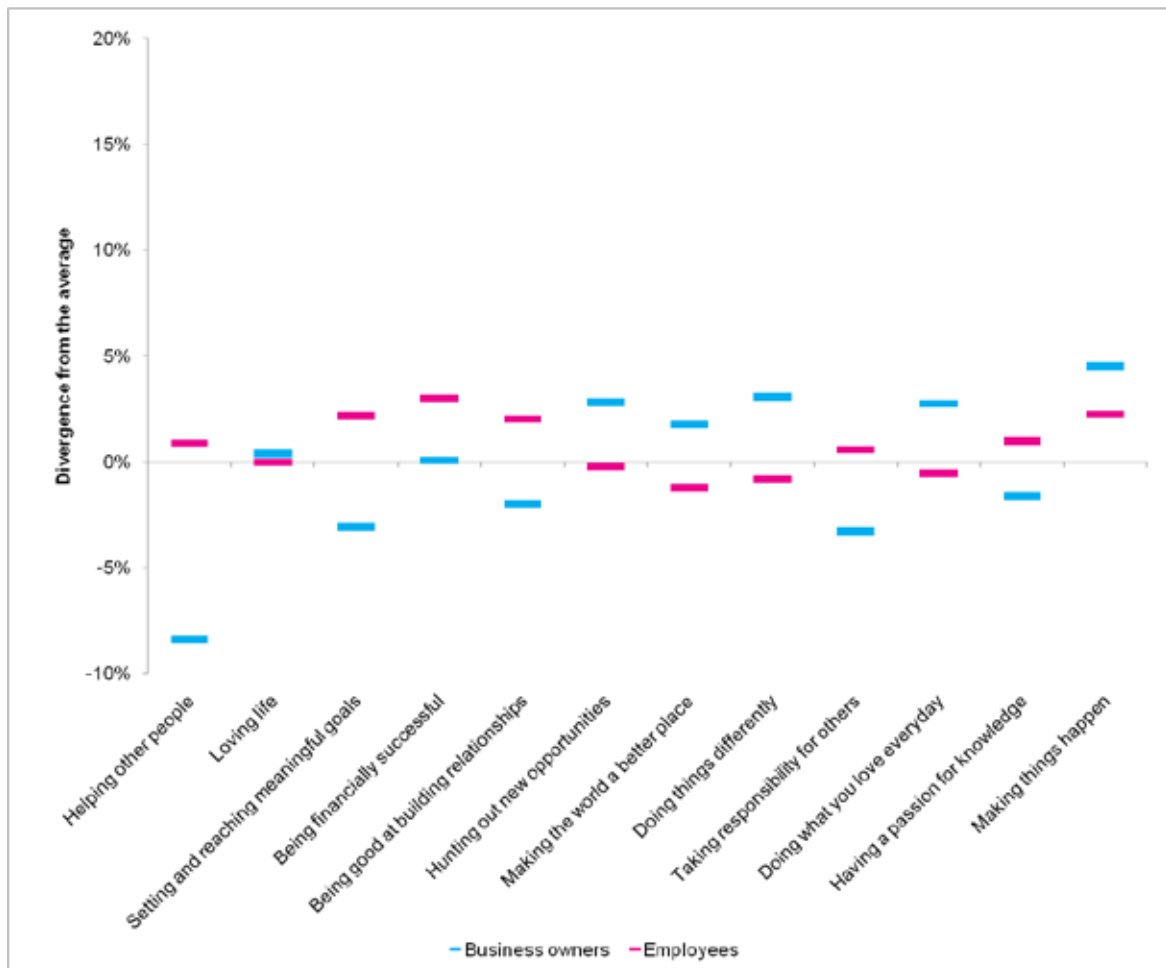
GO-GETTERS AND THEIR THOUGHTS ON GAINFUL EMPLOYMENT

With thoughts on the formula for success buzzing in our brains, it is interesting to examine where we find those markers for success. They say entrepreneurship is a state of mind more than a state of employment and this would appear to be the case. There are huge differences in the attitudes of those who are employed versus those who run their own businesses.

Most notably, the threads of success seem to be woven into the identity of business owners. They hold many traits in common with the most financially successful individuals in this study. In particular, they strongly value qualities of innovation like “making things happen”, “doing things differently” and “hunting out new opportunities”.

Figure 7: The qualities of success (for business owners and employed professionals)

What does success mean to you?



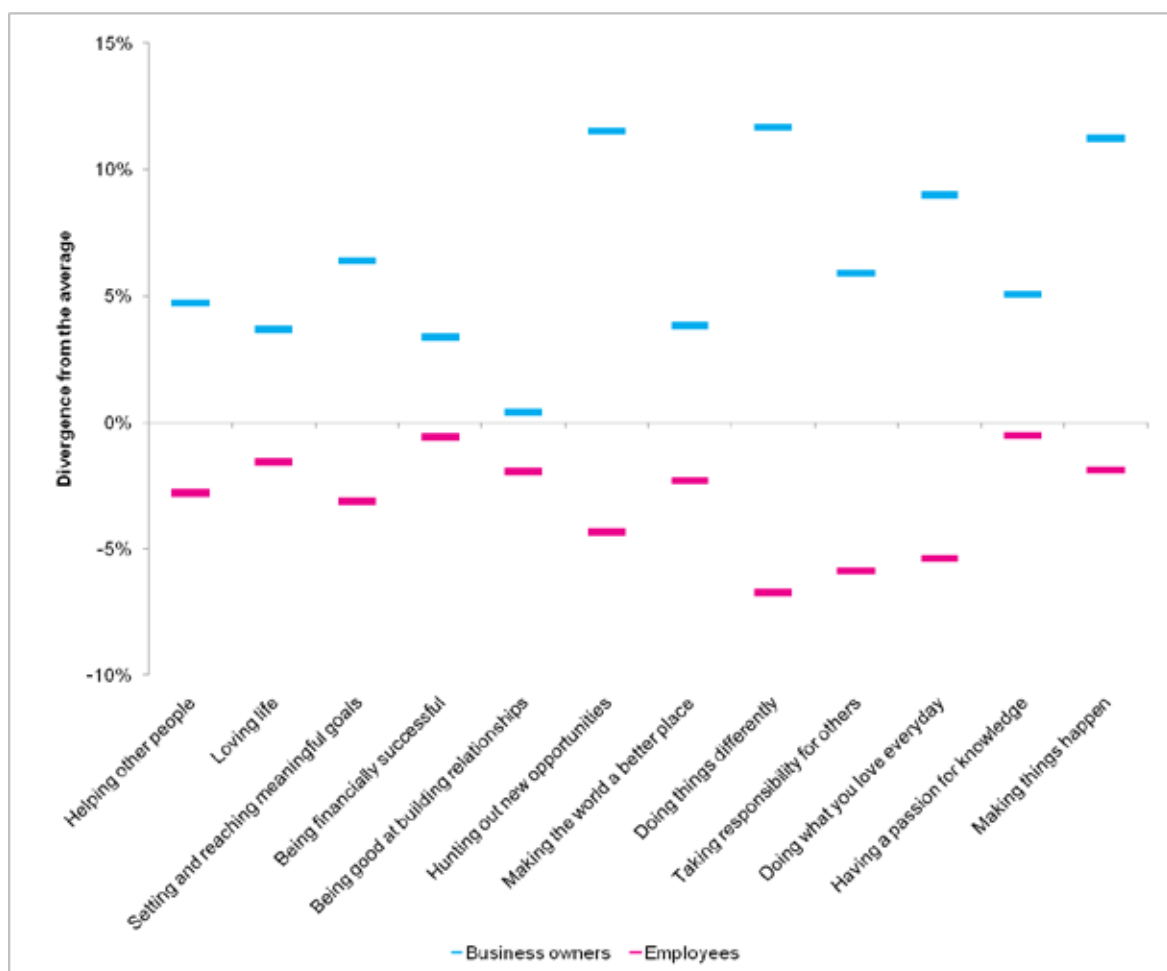
But, perhaps what is more astonishing is how much higher their energy levels are across the board when compared to those in employment. And, like the most financially successful of the Futurewealthy, much of this extra effort is targeted at innovative tasks.

None of this is to say that employees are ruled out of the success stakes; only that the patterns most likely to get them there are far more prevalent among the Futurewealthy business owners.

Bear in mind also, that in common with the most financially successful of the Futurewealthy, business owners do not ostensibly value “helping other people” as a quality of success. So, while they may place more emphasis on “making the world a better place”, obviously they are not planning to do this one person at a time.

Figure 8: Energy devoted to different success tasks (for business owners and employed professionals)

How much energy do you focus on the things that make you successful?

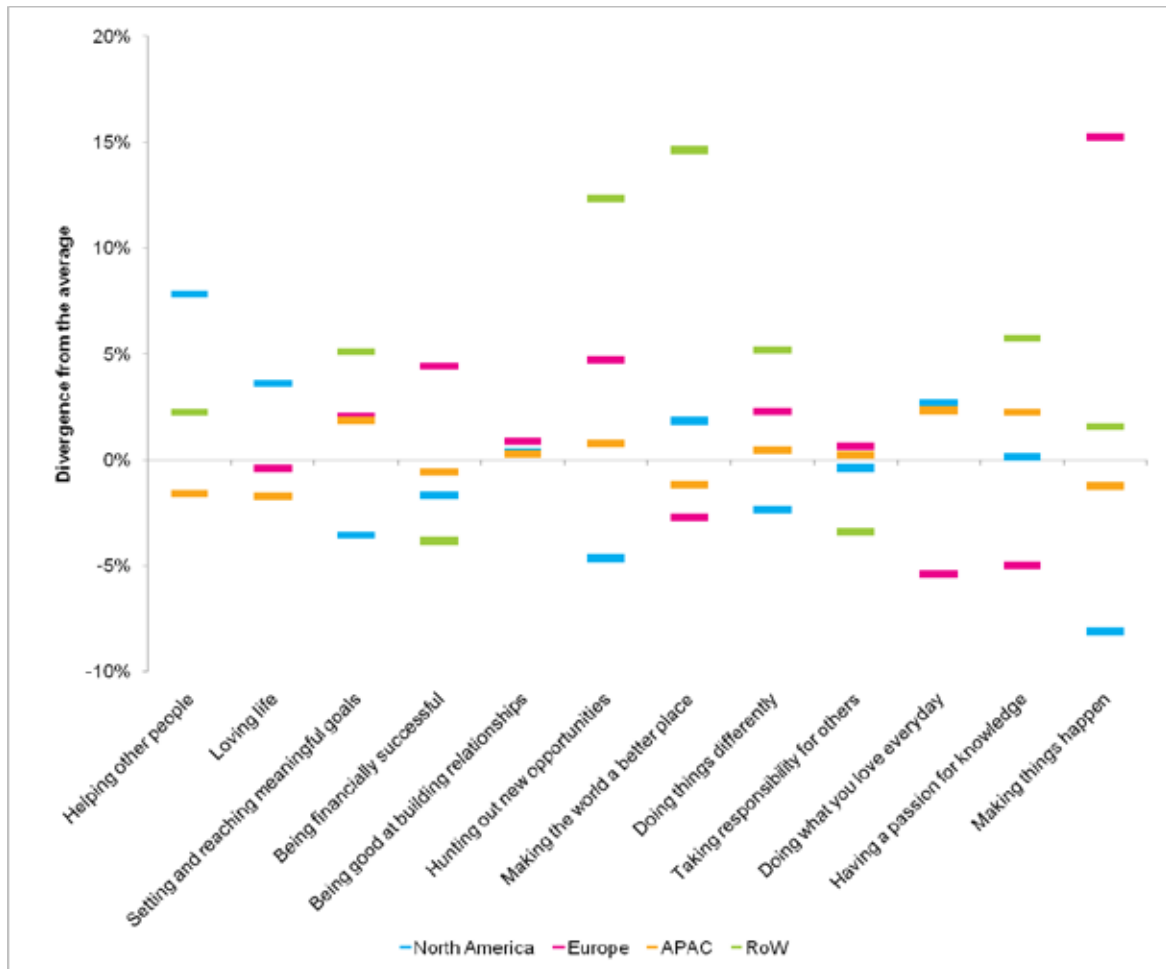


MOOD MUSIC IN THE GLOBAL VILLAGE

Similarly, success is hardly something that could be ascribed to one region or another. However, there are some subtle regional variations in the responses of Futurewealthy that perhaps tell us something about the environment for success – zeitgeist even – in different parts of the world. For example, the Futurewealthy in North America show the highest energy levels in spite of the financial underperformance reported for the last year. But as a group, they are the least focused on innovation and are far more likely to regard “helping other people”, “loving life” and “making the world a better place” as measures of their own success. It is tempting to think there may be a change in corporate attitudes underpinning these responses.

Figure 9: The qualities of success (for different regions of the world)

What does success mean to you?



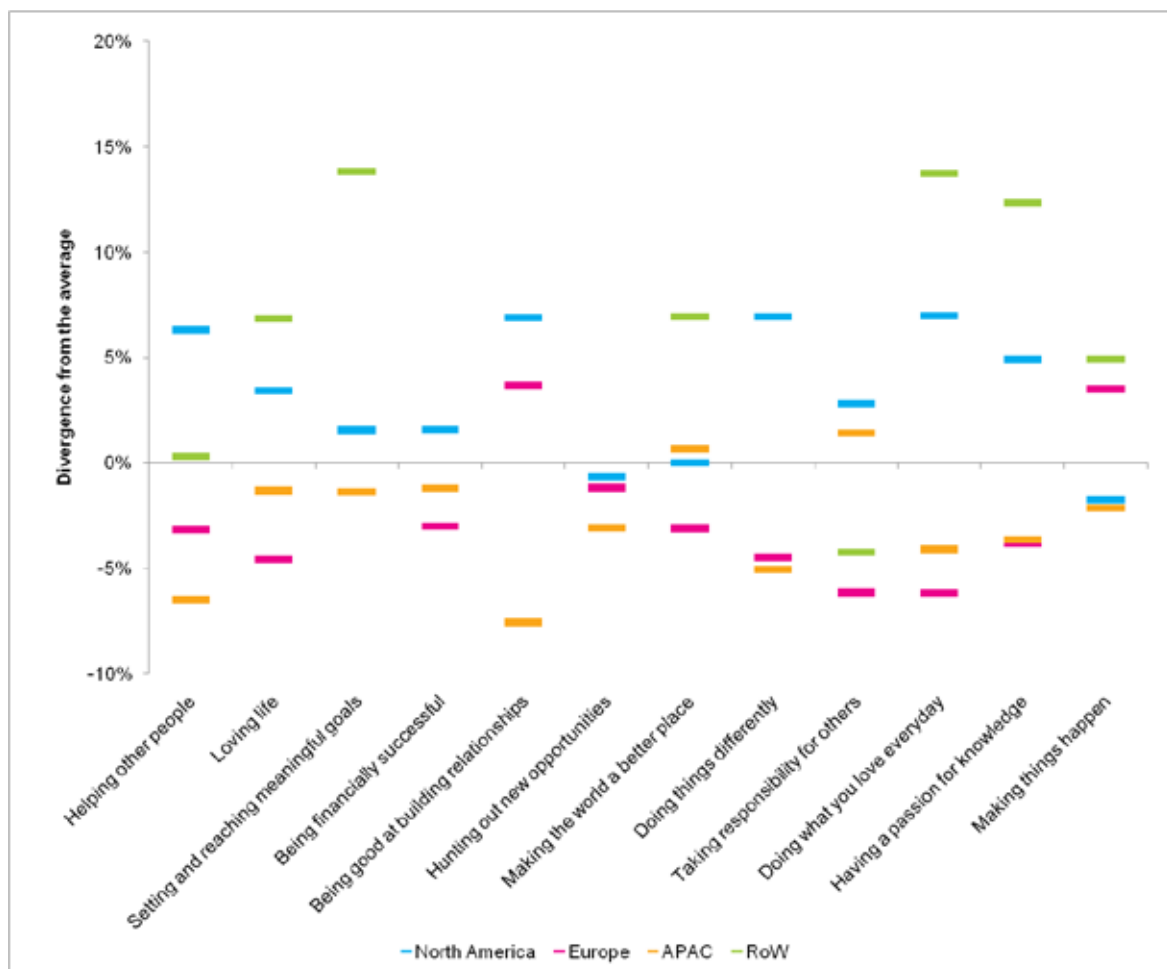
By contrast, Europeans give the highest rating to innovation with a very strong focus on “making things happen”, but they are much more selective about how they apply their energies. It seems they do not have much spare energy to focus on the tasks they associate with success, with the notable exceptions of “making things happen” and “building relationships”.

Those from the Asia-Pacific region, meanwhile, seem to be cutting a middle course. And there is a strong sense that they have their noses to the grindstone to achieve goals and meet responsibilities.

As the balance of power shifts around the world in the coming years, it will be interesting to observe how these attitudes influence the success trajectory of the Futurewealthy in different countries and regions.

Figure 10: Energy devoted to different success tasks (for different regions of the world)

How much energy do you focus on the things that make you successful?



Section three: Follow my leader



SEEK



THINK



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CREATE

"Innovation distinguishes between a leader and a follower"

In brief

- It seems appropriate to quote Steve Jobs as founder and leader of one of the brands most admired by the Futurewealthy. Apple stands head and shoulders over even other technology giants, acknowledged by 65% of the Futurewealthy as a brand leader. And the Futurewealthy clearly share Jobs' love of innovation. Alongside Apple, they picked out other brands that are associated with changing not only their own markets but fundamentally changing how we do things, including Google and Microsoft.
- But innovation is not everything, it seems. Next up are the brands offering superior quality – notably car manufacturers like BMW, Mercedes and Ferrari. Exclusivity and a personal service are also greatly appreciated, as provided by brands like Aston Martin, Cartier and Singapore Airlines. Perhaps more specifically, innovation is interesting so long as you get to play with it in a comfortable seat.
- And, interestingly, while the Futurewealthy with different levels of personal wealth respond in different ways to brands, when it comes to the customer experience, they have remarkably similar views.

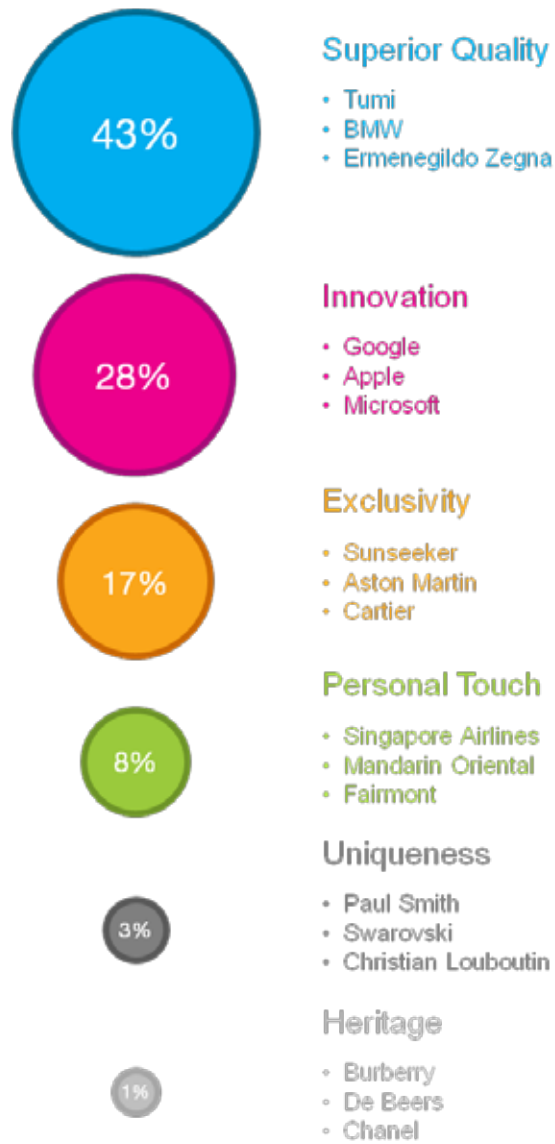
QUALITY MEANS DOING IT RIGHT *WHEN* NOBODY IS LOOKING: IT BECOMES INNOVATION WHEN YOU START DOING IT *WHERE* NOBODY IS LOOKING

If a good brand is both a trusted friend and an admired acquaintance, perhaps we should not be surprised at the importance the Futurewealthy attach to superior quality and innovation in the brands they admire.

In fact, it seems when judging brands they apply very similar criteria to those by which they judge their own success and that of their most respected heroes.

Figure 12: Brand values

What is the main reason for your brand admiration?



FOR THE MAN WHO HAS EVERYTHING: THE NEXT BIG THING

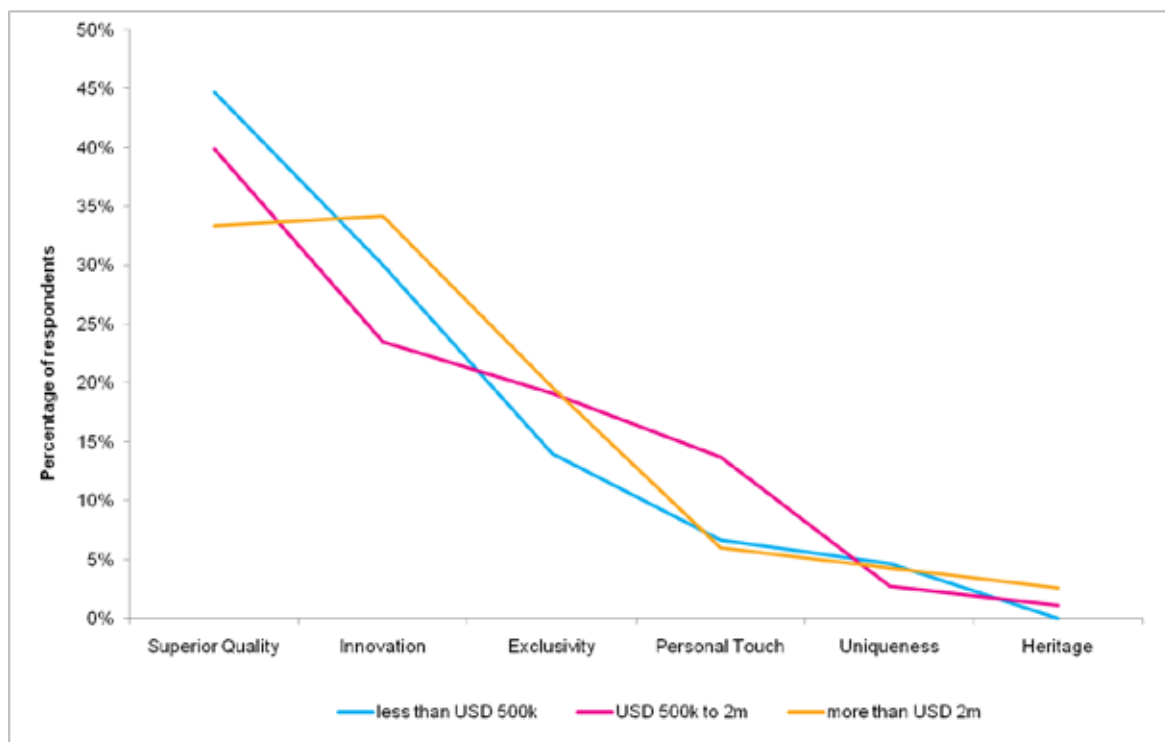
But interestingly, there were big variations in which brands appealed to the Futurewealthy of different wealth levels and from different geographical regions.

Innovation, once again, comes to the fore as a key factor for the most wealthy. Maybe because they can already afford all the comfort they need their attention shifts to the question of what next? Meanwhile, those who are less well-off today are more likely to zone in on brands that deliver a high standard of quality.

But, it is the in-betweeners, who are most interesting in this regard. What they crave most is the personal touch, perhaps suggesting that they are simply not getting the attention they need from the world's big brands today.

Figure 13: Brand values (for different wealth levels)

What is the main reason for your brand admiration?



TRIBAL DISCORD

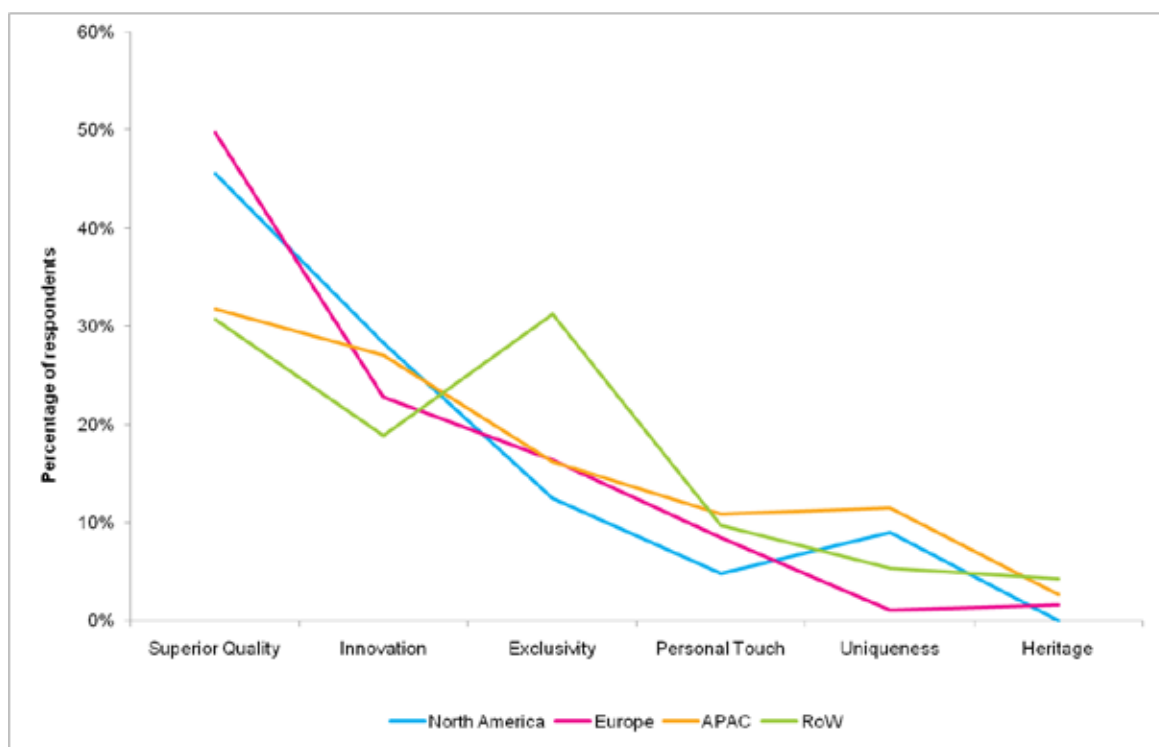
In our last Futurewealthy report we found that traditional stereotypes, based on ethnicity or nationality, do not seem to work particularly well for those on the fast-track to wealth. However, looking at valued brands opens up some clear water it seems. There are significant differences in what is valued and admired by the Futurewealthy around the world.

North Americans and Europeans, for example, focus first and foremost on the superior quality offered by the brands they admire. But, North America's Futurewealthy pull away from Europeans in their desire for uniqueness and innovation. Europeans, on the other hand appreciate a certain amount of exclusivity and personal service from their favourite brands.

Meanwhile, those from the Asia-Pacific markets ranked innovation and quality on an equal footing. In fact, the Futurewealthy in the Asia-Pacific markets seem to regard the best brands to be those that show many good qualities in roughly equal measure.

Figure 14: Brand values (for different regions of the world)

What is the main reason for your brand admiration?



PLEASING MOST OF THE PEOPLE MOST OF THE TIME

Despite these differences, most of the Futurewealthy feel the brands they admire also deliver the customer experience they expect. More than that, the Futurewealthy seem to smile in unison when they are on the receiving end of a good customer experience. Regardless of how wealthy they are or where they are from, the Futurewealthy have all had similar experiences of very different industries.

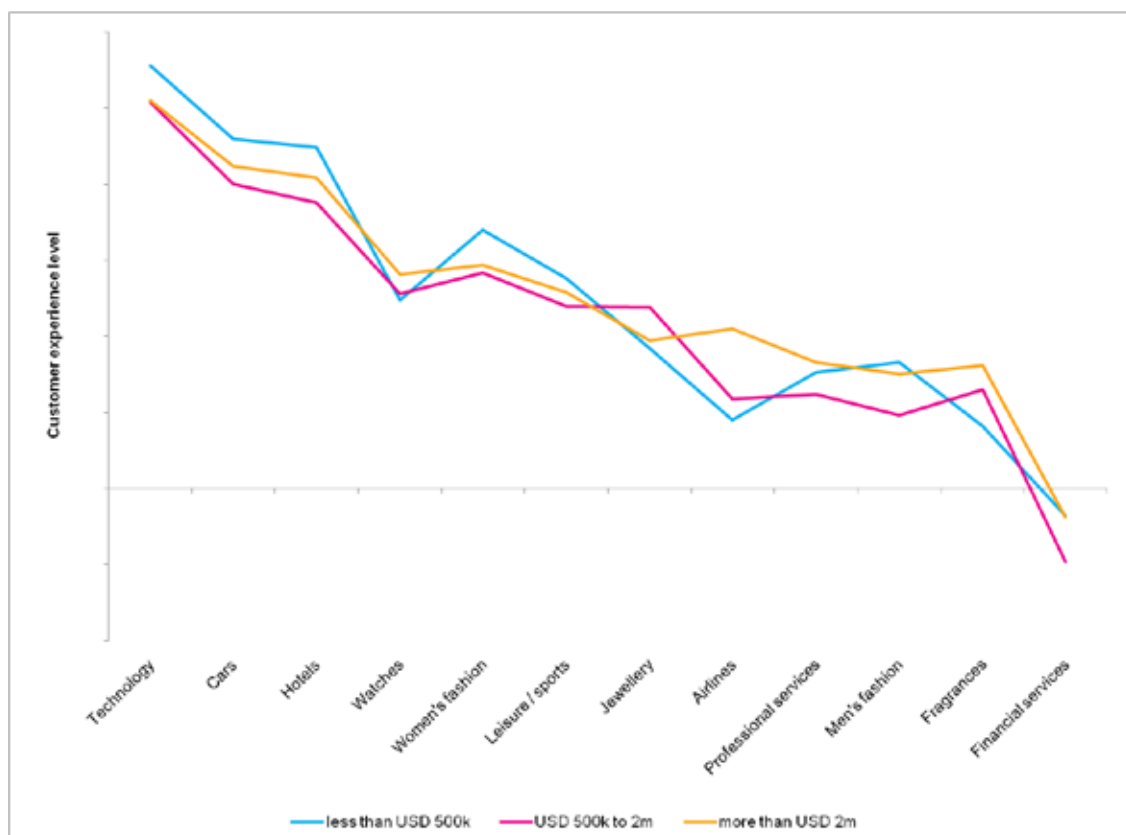
Technology brands and car brands once again stand head and shoulders above their corporate peers for delivering an outstanding customer experience. Meanwhile hotels jump up the rankings on this particular measure.

And, while most industries seem to be doing reasonably well at exceeding expectations, the financial services stick out as a pretty sore thumb. It is the only major industry that fails to match the expectations of those who are presumably their most valued customers. Above all, it seems the financial services are failing the in-betweeners of our Futurewealthy tribe. Those who have made their first million, but not yet their second, are particularly disgruntled.

Looking at the incline of the response levels on this question, those trailing in the corporate field have a steep learning curve to climb. Undoubtedly some will relish that kind of challenge, particularly given the warm response reserved for those that are winning in this regard.

Figure 15: Outstanding customer experience (for different wealth levels)

How successful are different industries at delivering an outstanding customer experience?



Section four: Changing lives



SEEK



THINK



SHAPE



CREATE

“He who obtains has little. He who scatters has much.”

In brief

- Thus spake philosopher Lao-Tzu, father of Taoism. And, 56% of our Futurewealthy would seem to agree, regarding giving to good causes as a measure of their personal success. 42% are already giving more than USD2,000 per year and 27% involve their family in giving.
- The Futurewealthy also worry deeply about the world’s big issues – such as the gap between rich and poor, education and climate change – but they typically give to causes where there is a much more personal connection.
- And, once again, there are signs that personal ambition and a desire to make big changes in the world go hand in hand. Those with the highest wealth goals are also those most likely to want to tackle the world’s biggest problems.

A LIFE WITHOUT A CAUSE IS A LIFE WITHOUT EFFECT

As global citizens, you would expect the Futurewealthy to identify with major global and social issues. And indeed, when asked what are the big problems facing the world the gap between rich and poor tops the list. Just as the Tao Te Ching speaks of compassion and redistribution, so it seems many of the world’s Futurewealthy feel the importance of giving back.

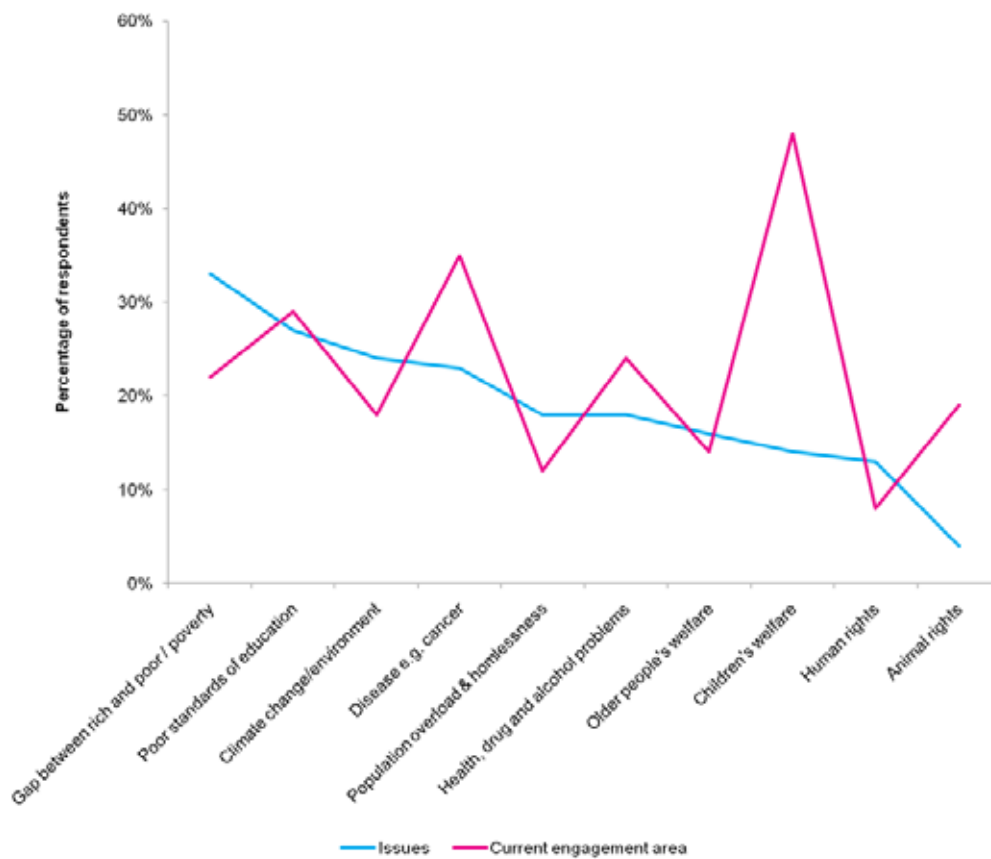
In fact, more than half of the Futurewealthy are already active givers and the vast majority of them give more than USD2,000 per year. Indeed, 27% of the Futurewealthy involve their partners and children in giving decisions as a way of sharing and passing on these important lessons in life.

But as individuals, most of the Futurewealthy give to causes where they have strong empathy or there is a personal connection. So, children’s causes and those connected with disease and caring for the sick are the ones with which the Futurewealthy particularly identify. After all, these are the causes that affect us all, regardless of wealth or ambition.

However, there is also a sizeable minority, around 20% of the whole Futurewealthy group, who stand out for their desire to tackle the big social themes, channelling their giving particularly towards improving education standards, wealth inequality and climate change.

Figure 16: Global concerns and favourite causes

What are the most important issues facing society and to which causes do you give?



IF ONLY...

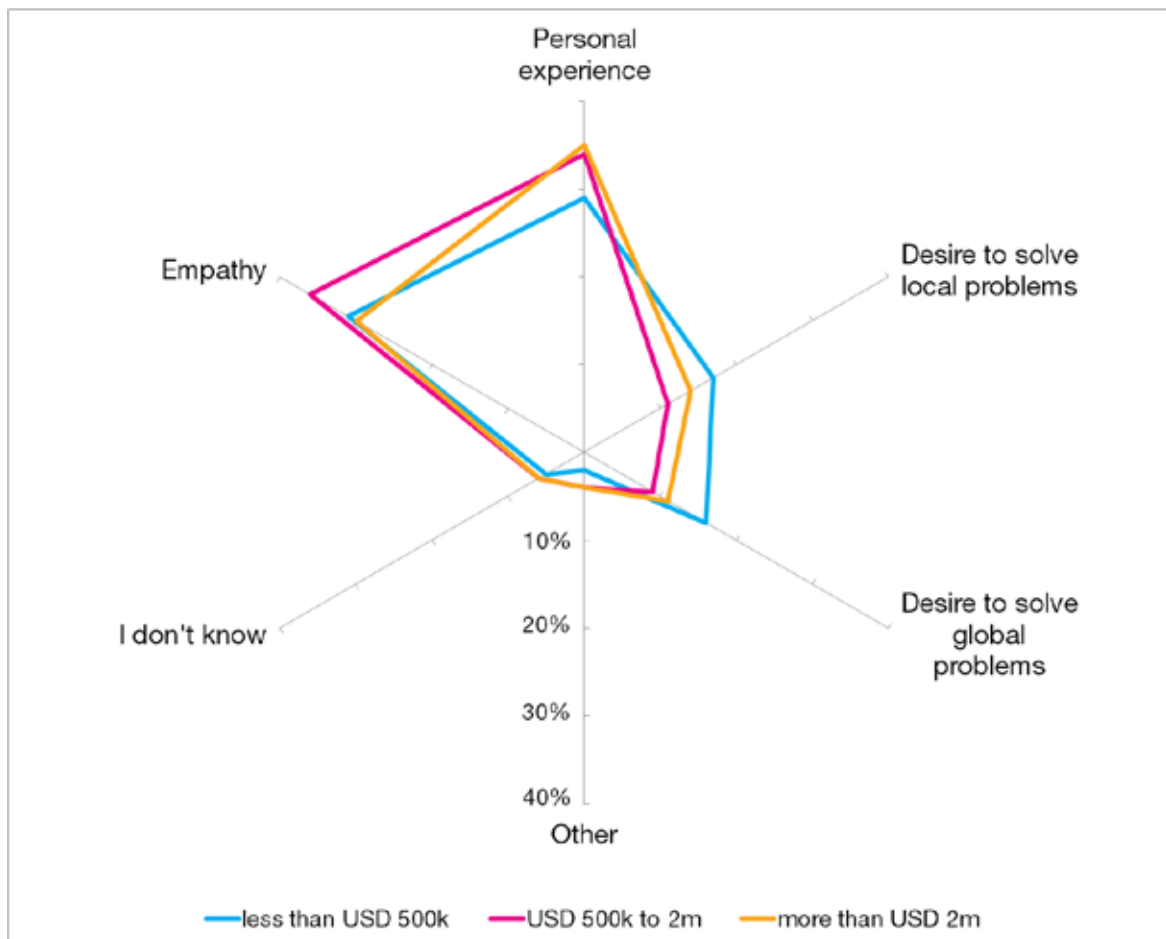
Just as personal and social factors affect how the Futurewealthy judge success when it comes to wealth creation, so the same attitudes dominate when it comes to giving.

Remember, the Futurewealthy who are currently least wealthy place the greatest emphasis on “making the world a better place” as a quality of success. This same attitude dominates their giving motivation.

Similarly, the in-betweeners put a high weighting on “helping other people” as a measure of their success, which clearly translates into an empathetic giving style.

Figure 17: Giving motivation (for different wealth levels)

What most drives your giving?



But what is particularly fun when looking at attitudes to giving, is that there is room to ask those interesting “what if” questions of our high-flying aspirants. What if they had already fulfilled their financial goals; would their giving aspirations change?

After all, “helping other people”, was not a particularly high priority for the wealthiest Futurewealthy when judging their own success.

Interestingly, the desire to effect change seems to be more closely linked to wealth aspiration than to actual wealth. Those with wealth goals above USD5 million feel a strong desire to make a significant difference in the world, either by tackling global problems or tackling problems where they have personal experience more effectively.

By contrast, those with more modest goals would deploy more of their philanthropic capital to causes with which they empathise.

Figure 18: Giving motivation (for different wealth goals)

What most drives your giving?

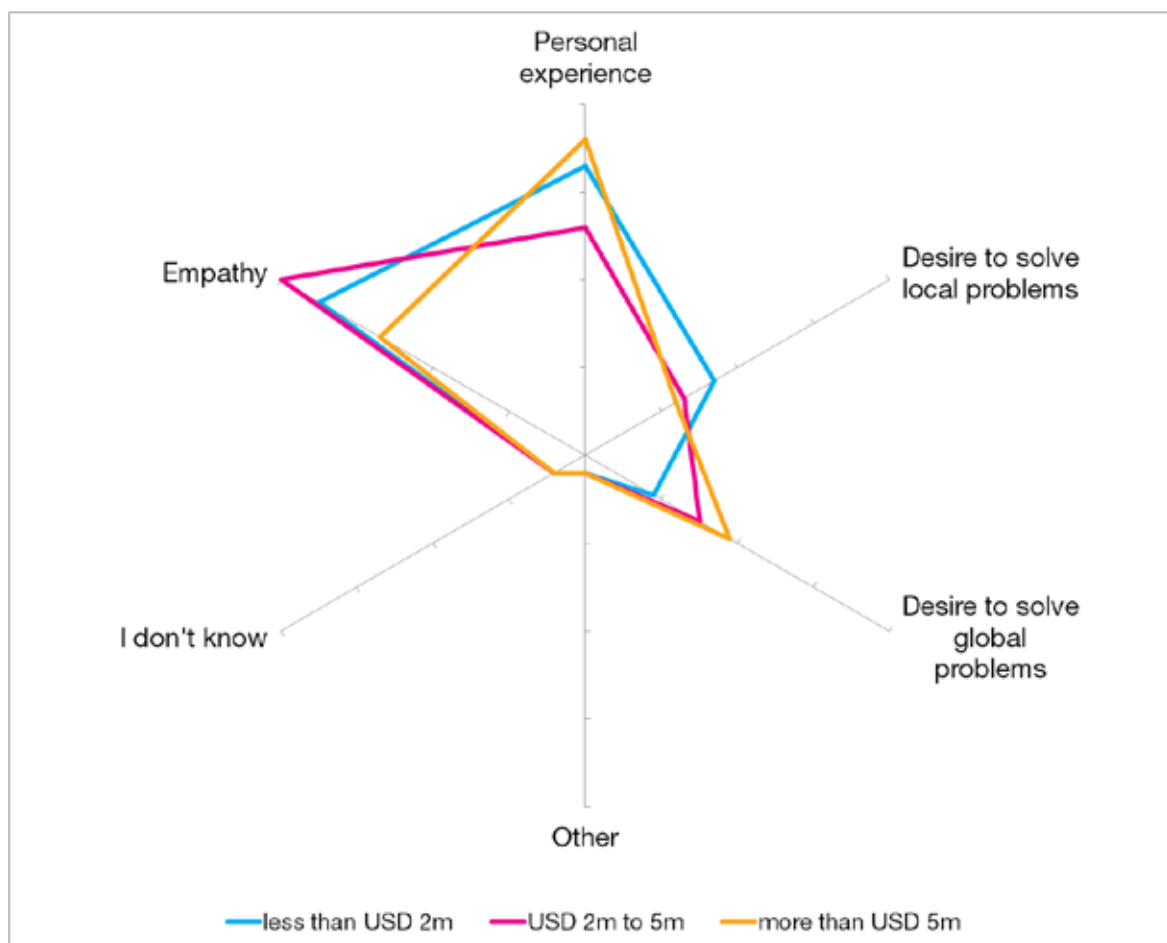
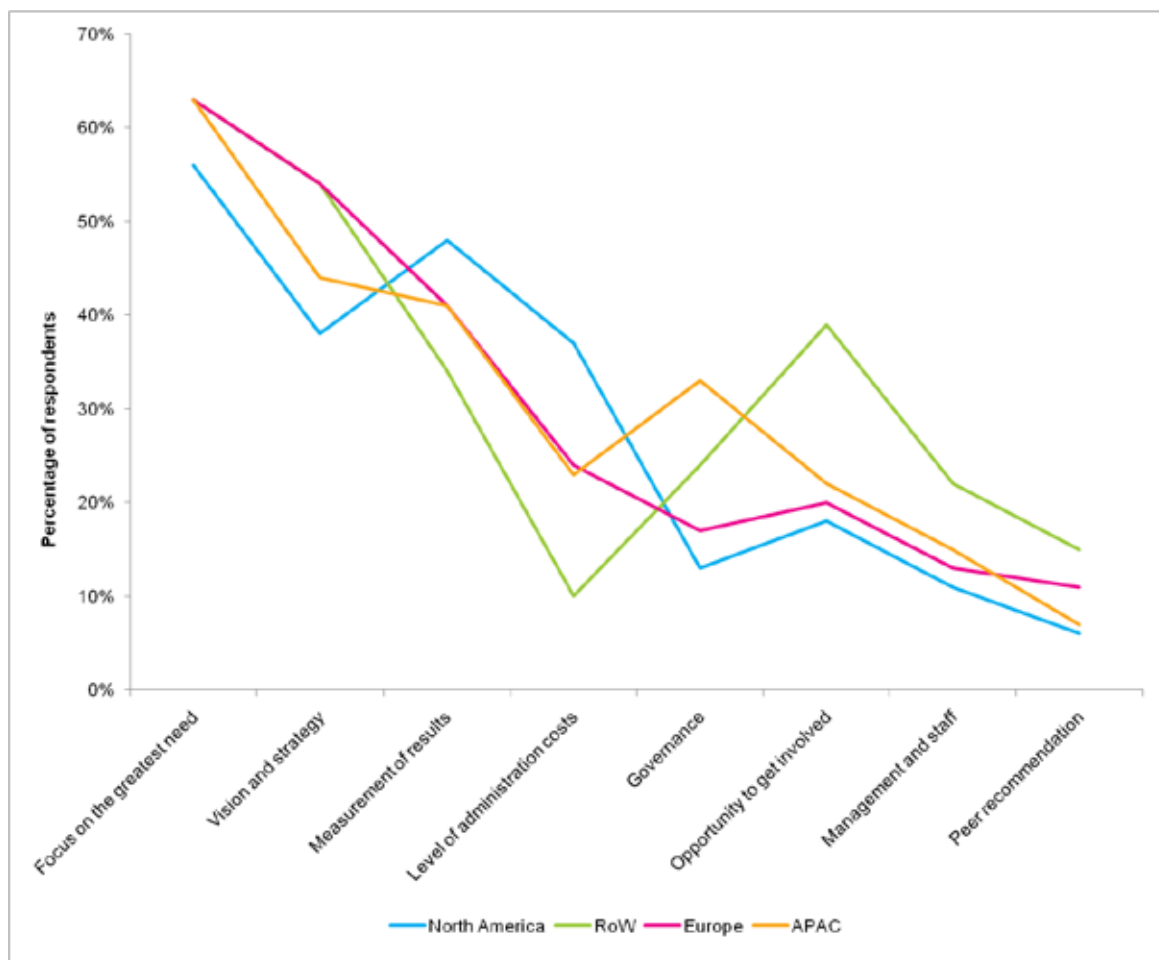


Figure 19: Choosing causes (for different regions of the world)

What is most important to you when deciding which charity or cause to support?



But while their hearts may rule the decision to give, their selection of particular charities is governed by their heads. Most of the Futurewealthy use two or three criteria for evaluating the charities to which they wish to donate.

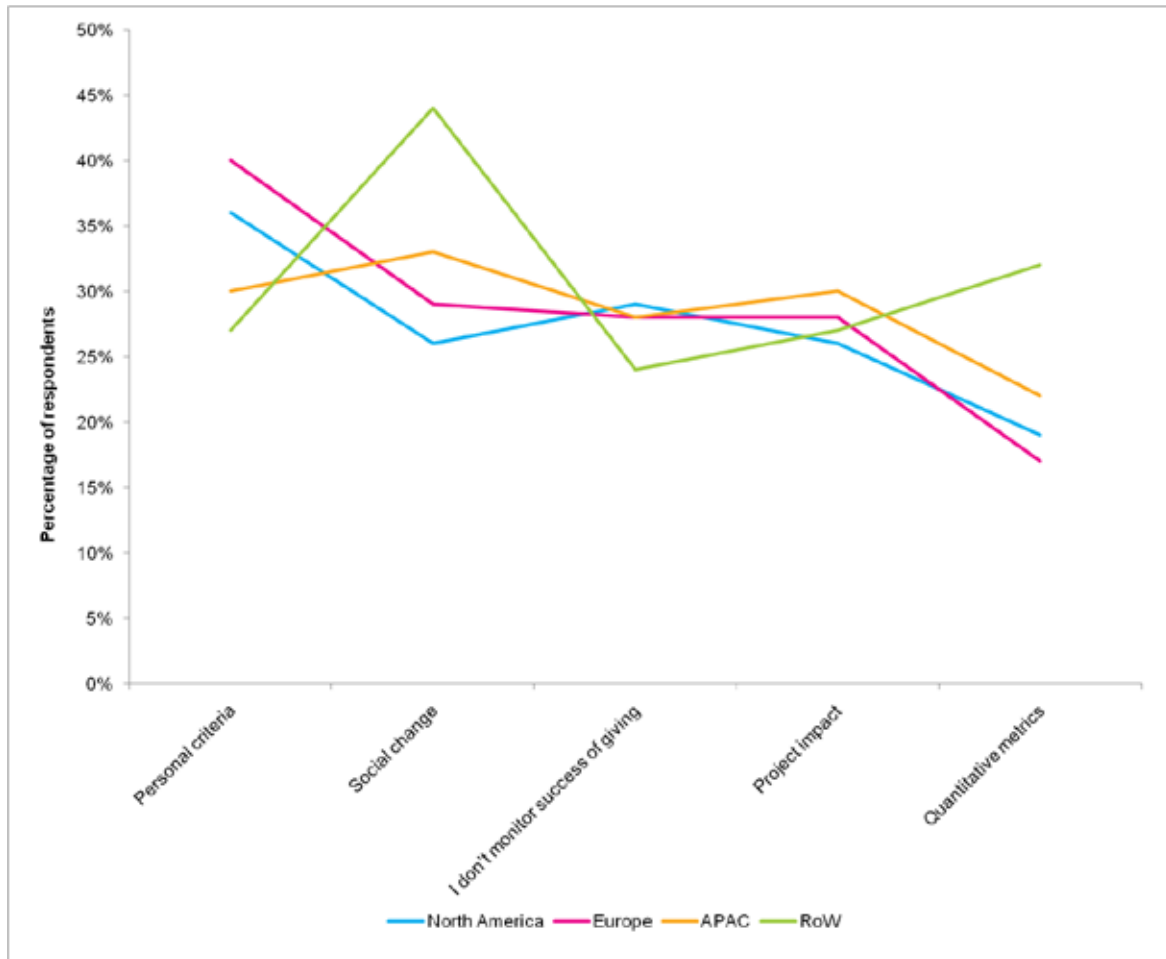
Vision, strategy and the measurement of results stand closely behind the charity's focus on the greatest need as their main selection criteria. Similarly, they apply a broad base of metrics to measuring the success of their own giving.

Once again, the desire to catalyse change presents strongly in these attitudes. The Futurewealthy seem to recognise that when tackling intractable problems, change will inevitably evade precise measurement.

The Futurewealthy in North America are a notable case in point. They are most likely to focus on the measurement of results and administrative costs when evaluating charities, but they are least likely to focus on quantitative metrics in assessing their own success. Their results characterise the attitude that individuals can only measure so much. The sense of personal achievement comes from having a cause that matters and clear plan for how to affect that cause.

Figure 20: Successful giving (for different regions of the world)

How do you monitor the success of your charitable giving?



AND FINALLY, A FEW WORDS ABOUT LIFE ON THE EDGE

Throughout this report, on virtually every theme, change has been the constant companion to success. For the Futurewealthy, it seems the pursuit of wealth is not simply a matter of improving their own circumstances – although clearly this is important to them. Being able to bring about change in the world, or innovation in the way we do things, equally excite and delight.

But it is the ability to harness that desire for change and then pursue it with full-blooded gusto that seems to be the real key to success. Indeed, if there is a revolution worth having, there is a good chance it might just be started by the Futurewealthy.

Section five: It's all about them



SEEK



THINK



SHAPE



CREATE

We have been watching...

In brief

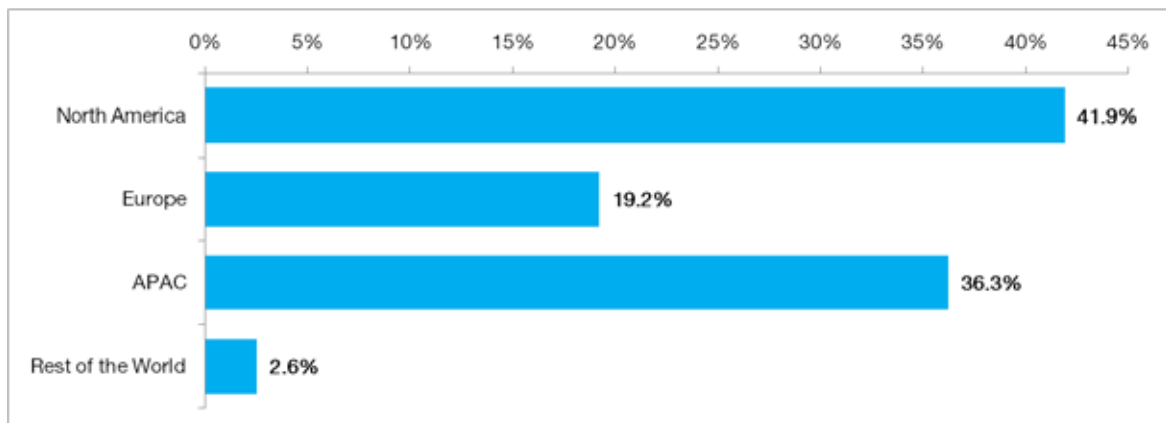
This is our second major foray into the views and values of the world's up and coming wealth creators. Even more than the last, this report points to the value of keeping in touch with the Futurewealthy cohort as an ongoing exercise. It is one thing to isolate what might make someone truly successful, but it is another to watch it really happen.

With that in mind, it has been a pleasure to catch up with some old friends and we are very pleased to welcome some new ones to our global Futurewealth community. In our first poll 1,414 Futurewealthy individuals took part. This time, there has been input from 1,751 of the world's Futurewealthy.

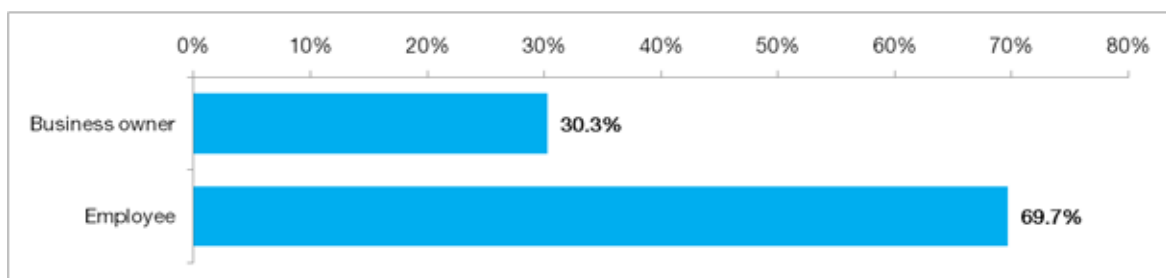
We could not have produced these findings without their support and we would like to thank everyone who took time to take part.

The research was conducted from August to October of 2010 using an online survey. We identified our participants with the help of a number of data partners and our sponsors. We then used profiling techniques to determine their likelihood of qualifying as Futurewealthy candidates.

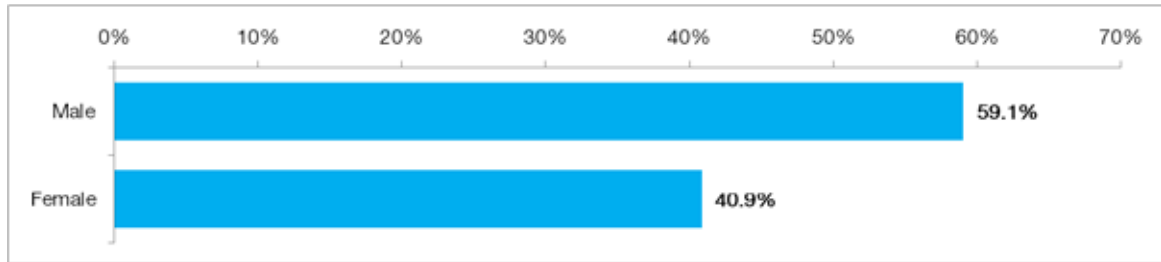
Geographical profile



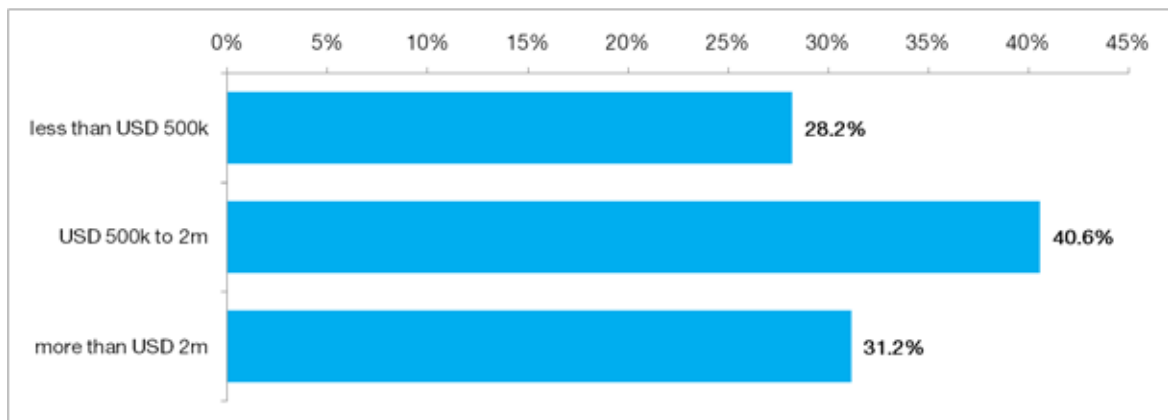
Employment profile



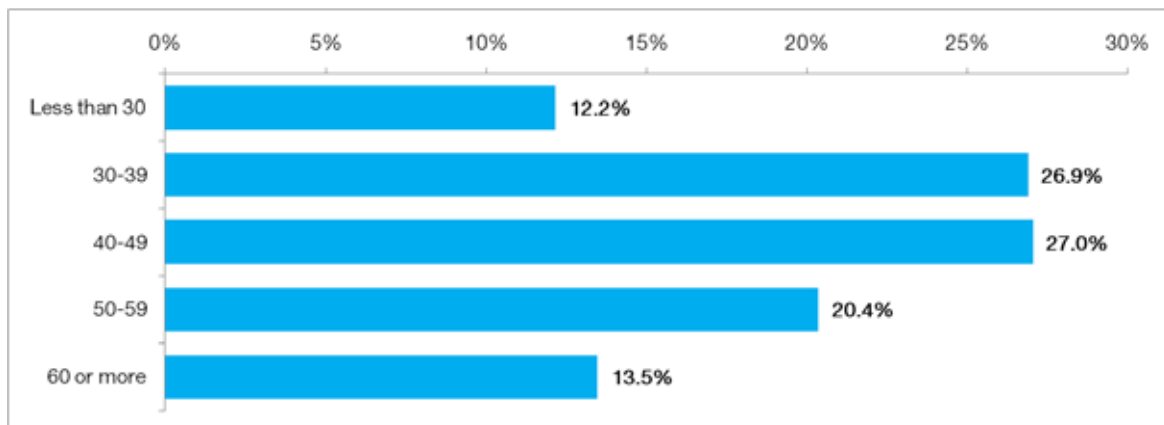
Gender profile



Wealth profile



Age profile



When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.

