



## Successful Integration of Newcomers in the Family Enterprise

**Joline Godfrey**, Managing Director of Family Learning & Programming, Hawthorn Institute for Family Success

**Moderator: Mindy Kalinowski Earley**, Chief Learning Officer, FOX

FOX Webcast | February 3, 2021

## Polling Questions – Participation Required for CPE

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## Today's Speaker



**Joline Godfrey**  
Managing Director of  
Family Learning & Programming  
**Hawthorn Institute for Family Success**

Joline Godfrey is a Senior Vice President and Managing Director of Family Learning & Programming of Hawthorn, PNC Family Wealth®, a business dedicated to serving the needs of individuals and families with investable assets in excess of \$20 million. She is part of the Hawthorn Institute for Family Success, which is dedicated to preparing families for their wealth. In this capacity, Joline develops and delivers a series of products and services for nurturing financially mindful children and thriving families.

Joline has an innovator in financial education and well-being for families for over two decades. She is the author of *Our Wildest Dreams: Women Making Money, Having Fun, Doing Good*; *No More Frogs To Kiss: 99 Ways to Give Economic Power to Girls*; *Twenty Secrets to Money and Independence: The DollarDiva's Guide to Life*; and *Raising Financially Fit Kids*.

The founder of Independent Means, she created a unique developmental approach to financial education, giving new families tools for raising children growing up in the midst of abundance. That company was acquired in 2015 and Godfrey went on to build a new educational platform for families, The Unexpected Table.

Joline graduated from the University of Maine and received an M.S.W. from Boston University. She was awarded an Honorary Degree in Business from Bentley College for her achievements in financial education. Godfrey was a Kellogg Leadership Fellow and has been recognized in features for The Today Show, Oprah, Fortune, Business Week, Inc. Magazine, and The New York Times.

# WELCOMING NEW MEMBERS:

ONBOARDING IN THE CONTEXT OF FAMILY



HAWTHORN INSTITUTE  
for  
Family Success

## **WHAT CONSTITUTES FAMILY?**

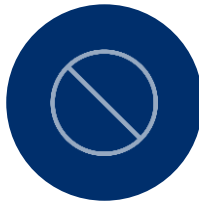
## **WHAT IS A “NEWCOMER” IN THE MODERN FAMILY?**

- New Spouses
- Unmarried Partners
- New Children (adopted and not)
- Former Partners
- Family of Affinity Members
- Members of the “Other” Family
- Roommates
- New Identities
- Newly Oriented Next Gen

## WHAT HAPPENS IN FAMILIES



Assumptions



Unintended  
Consequences



Clique  
Building



Early Mistakes  
with Long-Term  
Consequences



Awkward  
Relationships

**WHERE INADEQUATE  
ONBOARDING EFFORTS  
SHOW UP...**

- In Relationships
- In Governance Systems
- In Trust Documents
- In Family Meetings
- In Social Settings
- In Children
- In Divorce

## NEWCOMER IMPACT



New Talent  
and Leadership  
Possibilities



May Shift  
Alliances



May Change Long-  
Term Goals and  
Short-Term Privileges



Catalysts  
for Change



Inserts New  
Ideas, Practices,  
Expectations



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## **WHAT CONTEMPORARY ONBOARDING LOOKS LIKE**

- Buddy Systems
- Mentoring
- Formal Ceremonies
- Informal Experiences
- Orientation Programs
- Other

**“THE LEARNERS WILL INHERIT THE FUTURE, THE LEARNED  
WILL BE PREPARED FOR A WORLD THAT NO LONGER EXISTS...”**

ERIC HOFFER

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