



**JTC Private Office**

*In partnership with*

**SDA Bocconi**  
SCHOOL OF MANAGEMENT

**CORPORATE GOVERNANCE LAB**  
FAMILY LEGACY MONITOR

# What will you *be remembered for?*

## Share the story of your legacy

As part of the Family Legacy Monitor, created in partnership with SDA Bocconi School of Management, JTC Private Office is launching a “*Spotlight on Legacy*” interview series. Through this initiative, we aim to highlight real stories of legacy and stewardship from inspirational families and individuals.

## Your legacy: *A story worth sharing*

Legacy isn't accidental. It's what we consciously protect, teach and pass on. Whether you are part of a family business, a leader, or an individual, your experiences, the values that shaped you and the choices you've made, can guide and inspire others on their own legacy journey.

### Why share your story?

- **Inspire others:** Your experience could be the spark that helps someone else
- **Shape the conversation:** Contribute to a global initiative examining the challenges and opportunities around legacy
- **Resources for all:** Help create a valuable resource for families and leaders around the world

### How your story helps

- Stories are collected confidentially through an easy interview template focused on values, meaningful decisions and life lessons
- With your permission, anonymised or quoted excerpts may appear in research or publications by the Family Legacy Monitor

### How you can contribute

#### Corporate legacy story: For families and businesses

Explore your journey of stewardship and generational responsibility:

- Why / how the business was founded
- The non-financial values that guide your decisions
- How your organisation defines its legacy
- How legacy is discussed (formally or informally)
- The strategies, traditions or tools used to protect and pass on core values

#### Individual legacy story: For personal reflections

Share inspiring choices and experiences that shaped your character:

- A defining moment in your life
- A decision that mattered
- A lesson you believe is worth sharing

### Find out more, contact:



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