

Kinder says daydream as he embarks on UK tour

By Lauren MacGillivray | 11 July 2007

George Kinder, considered to be the father of life planning, says financial advisers should ask their clients what they would have missed out on if they had 24 hours to live.

The founder of the California-based Kinder Institute of Life Planning, which has around 1,000 international clients, said the usual answers have to do with family, spirituality and creativity.

He said: 'Someone will say, for example, that the most important thing is healing a relationship with a spouse or leading a more authentic life.'

'In the old days, people would have been told they could do those things in retirement. But time is money and the question now is how can you structure your life so you have time to work on things?'

The 59-year-old financial planner and tax adviser is holding workshops across the UK this summer.

He is also promoting his latest book, *A Song for Hana*, which is a collection of his poetry in support of a coastline facing destruction in Hawaii.

Kinder believes there is a direct correlation between financial advice and life planning. He added that the UK is closely in line with the movement of advisers towards fee-based, holistic planning in the US, where the highest qualification is certified financial planner.

He said one example of life planning in action was a client he had who was desperate to spend more time with his wife and daughter.

Kinder helped the man formulate an entrepreneurial plan as a backup strategy, but then helped the man convince his employer to reduce his work hours from 60 to 40. Kinder said the man achieved a 15% increase in activity due to increased vitality.

He said: 'We're not therapists but we're trained to listen and be empathetic.'