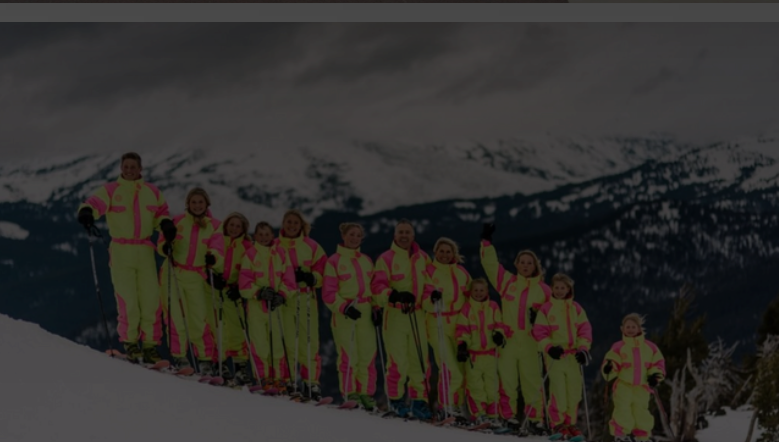
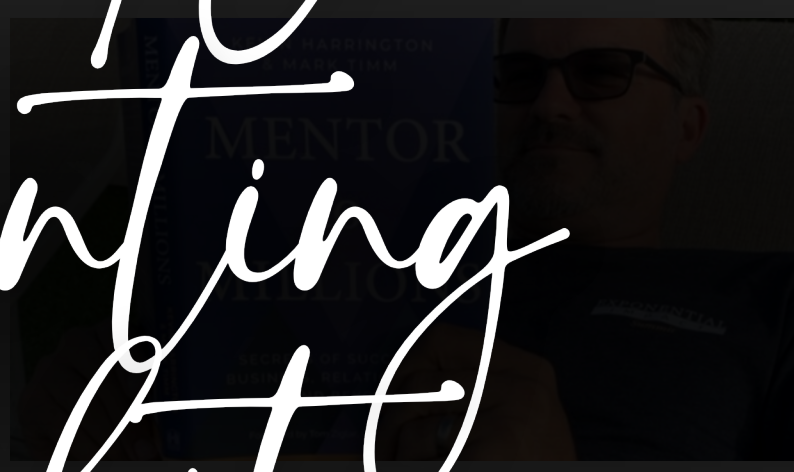




**FIG &
EAGLE**

Top 10 Parenting Habits

A CASE STUDY ON THE 10 BEST
LESSONS AND HABITS FROM TOP
FAMILIES IN THE WORLD





Index

Introduction The story of this study.	P.03	The Fraser Family "Raising Kings and Queens, Not Paupers"	P.16
The Tebow Family "No Questions Asked Policy"	P.06	The Timm Family "Mentor Mondays"	P.18
The Johnson Family "SCAMP™"	P.08	The Worcester Family "4 Questions To Ask Your Daughter"	P.20
The Barnett Family "Brain Gigs"	P.10	The Baden Family "I Do, We Do, You Do"	P.22
The Jones Family "Merit Based Investing at Home"	P.12	The Greene Family "Work ON Your Family, Not Just Being In It"	P.24
The Klinkhamer Family "The Teenage Hack"	P.14	Final Lesson "The Common Thread"	P.27

READ ME FIRST

Have you ever wondered why they don't give you a parenting manual when you have a baby?

You just pop out a tiny human at the hospital (or for you brave souls, your bathtub), and that's it! No roadmap, no guidebook, no energy drinks, nothing.

Then you spend the next several years just keeping them alive. Then they start to wipe themselves, tie their shoes, and probably cut their own hair when you're not looking.

Then after a year of actually sleeping again, you get this wild desire to give them every possible leg up in life. So you become a professional pack mule. You race from school to sports to tutors to camps to church to activities to doctors to dentists to parties to play dates. Oh ya, and don't forget the perfect family vacation where no one sleeps... or as I called it, a "fake-ation."

We hustle all day, work twice as hard to pay for everything, and then we do chores after they go to bed until we pass out. We go from keeping them alive... to just trying to survive. Somebody help!

Before I had kids, I was so selfish - I showered everyday.

What if there was a better way? What if you could have peace at home and real connection, without the hurry and worry? No more reminding kids to do things 17 times before you give up and do it yourself. No more conflict over chores. No more entitlement or complaining. Instead of constant discipline, your kids were self-disciplined; they took action without being reminded or being told. What if your kids and teens were not just courageous, but antifragile? What if your parenting was proactive instead of reactive?



And ultimately, what if you had a real plan in place to launch your kids and teens into the world with deep family roots and incredible wings to soar? What if you had an inner circle of incredible mentors and families who could help reinforce what you cared about most to your kids? What if you were most deeply connected to your children after they left your house, in their 20s and 30s and beyond? What if your grandparent years become the sweetest, most beautiful period in your life? Now that's a legacy!

The best parents are proactive, not reactive, with their family.

For some families, this is more than just a pipe dream. It's real. And it's never too late... My name is Scott Donnell, and I help great families become even better. I'm married to an angel named Amy, and we're blessed with 4 beautiful, kind, and sometimes wild children.

Since 2010, we have served over ten million families. In that process, I started to meet families that blew me away! They had a sweet "aroma" in their family that was palpable and infectious. They had many generations where the kids blew by the adults in values, mindsets, skill sets, faith, relationships, and impact in the world. Every generation just got better and better. They were NOT perfect (every family has crazy in it), but they were remarkable.

So I dedicated my life to studying the best families in the world. We searched the globe and found 100 of the strongest families (it was not easy). They were not the richest families per se (Lord knows that wealth isn't the only metric for generational success; in fact, sometimes it's the opposite), but they all successfully raised amazing kids and grandkids who blew by them in ALL the ways that matter.

We studied these families, interviewed them, lived with them, and codified their wisdom. We discovered that almost all of them did the same things, and almost no one else did. And that is why we created the Mentor Family program. We helps great families get even better, and we help you successfully pass on your values, beliefs, relationships, experiences, mindsets and skills to your kids, teens, adult children and grandkids. If you don't learn to coach and mentor your kids correctly, then everything you care about dies with you.

Here's what I have discovered: building a strong family is NOT a lottery ticket; it is a recipe book. It is a system of principles to follow, not magic. And it's never too late to start.

Building a strong family is NOT a lottery ticket; it is a recipe book.

At Fig & Eagle, we teach the strategies of the top families that we have met. We call this the “**Mentor Family Program**,” and we teach the “C4 Framework” - Connection, Courage, Core Values and Capability. Each quarter, we bring one of these C's to life with course videos, live group calls with other families, and a powerful 'Activation Week' that implements what we've learned in the home with the entire family. Parents share tips and takeaways, and it also involves coaching for your kids and teens.

One of our dads, Jimmy T, said this about the program: “These are the most important conversations we have ever had in our lives to this point. The results have been world changing for us. I can’t think of a better investment in our family.”

Or Casey, one of the moms, said this: “I spend most of the day alone at home with the kids, and having these calls with other parents to share tips and wisdom has been incredible for me! I cannot express how powerful this has been for my own heart and for my kids.”

We believe that:

1. Being a parent is awesome! And our family is our #1 investment.
2. Our kids were given to us for a purpose—we won’t squander it.
3. There’s a recipe to having a powerful legacy, and it’s about way more than money.
4. Success at work starts with success at home. We know our priorities.
5. How we invest our time and money is the ultimate reflection of our true values.
6. Rather than live in our shadow, our kids will blow by us in values, mindsets, skill sets, beliefs and relationships.
7. No family is perfect, and we are committed to transparency, accountability and constant improvement together. If we get stuck, we can get unstuck.
8. It takes a village to raise a child, and our kids need other trusted mentors and friends to reinforce what we care about most.

Our mission is to create a world-wide movement to *take back the family*. And we need you!

After reading this study, I want to give you something special, and invite you to join us in the **Mentor Family program**. This program is what protects families from what we call “1000 Sleepless Nights,” or the issues caused down the road with family that we can protect against now. We want to show you how to protect your kids against the “4 Anti-Family Forces,” avoid the Anxious Era, how to raise Capable Kids in the world of AI, how to make families values that actually stick, how to solve most of the behavior issues and conflict, first time follower training, grandkid tips, and so much more. Are you up for that?

If you’d like to take the next step to becoming a Mentor Family and get more training, click below or scan the QR Code.



[**SIGN UP HERE**](#)

For now, we always like to lead with love and service. So here is a random sampling of “**10 Tips for Families**” from a few of our top families. We are just scratching the surface...

With love from my family to yours.

See you soon!
Scott

THE TEBOWS

“NO QUESTIONS ASKED”



Tim Tebow and I have been friends for many years now. We met out of a mutual mission—to end the human trafficking scourge that has infected our world and enslaved tens of millions of God’s children. A few years ago, Tim and I started a secret anti-human trafficking organization called Clapham with a group of technologists, innovators, politicians, lawyers and lobbyists. The group has been incredibly anointed and hundreds of people and organizations who are all rallying to the cause to save the world’s Most Vulnerable People. I’m honored to be in this fight with Tim, and I’m especially excited that he and Demi are about to have their first child right now.

I really like Timmy, but because of my career, I’m most amazed by his parents: Bob and Pam Tebow. The Tebows raised 5 great kids and now have many wonderful grandchildren. I’ve heard so many great stories of how they raised their kids to love Jesus, love others, build strong character, have a deep heart for the poor and needy, and a strong work ethic.

Pam wrote a book a few years back called *Ripple Effects*, a wonderful book to encourage moms to use their influence with the people around them, especially their kids. When Pam was asked in an interview about their parenting style, Pam said: “We knew who our kids were with. We wanted everyone at our house. You got to know their friends and who to gracefully weed out.

Our kids will suffer harm if they hang out with these kids that are bad influences — not always the kids' fault. We tried to find creative ways to discipline them. A lot of kids don't have consequences. Our kids were energetic. They could use that energy for good or use it for bad."

The Tebow's, like many of our top families, put a great deal of effort into the inner circle of friends and mentors that surrounded their kids. In our Fig & Eagle training, we call this the Inner Circle Heatmap.

Bob and Pam would pay for their kids a dollar not if they won a sports game, but if they saw a good character trait being displayed—leadership, honesty, integrity, kindness, love, etc.

And as their children grew into their teenage years, they started making friends at school and sports. There were dances, events, dates and even parties. They couldn't always make sure that their kids were around the right people, but they did trust their kids' character, and wanted them to be safe from potentially harmful situations. So they made a rule— if any of their kids were ever at an event or a party, and they felt like it might not be a safe environment, they could call or text mom and dad to come get them. And mom or dad would immediately go pick them up—with "No Questions Asked."

I'm fine being the bad cop or the scapegoat for my children if they are ever in a sticky situation. I want them to blame me with their friends if they are ever tempted or coerced into doing something harmful. If the choice is between safety or humiliation, I choose safety all day. No Questions Asked.

We cover all of these types of topics and strategies for teens and youngsters in both our Connections Series and our Courage Series.

THE JOHNSON FAMILY

“SCAMP™”



Sometimes a family can actually take your breath away. That’s how Amy and I felt when we met Chad and Jenise Johnson back in 2017. I have almost never seen a family so dedicated and devoted to their collective mission to honor God, love each other, and create abundance. The Johnsons have 11 kids and 14 grandkids (last I counted), all biological, and they are so youthful that it’s almost hard to tell which ones are the parents. We have stayed with this wonderful family, been to conferences with this family, retreats together, and shared life together. We are so blessed just to know them.

I got to go skiing with them and their 7 youngest kids a few years ago, and it was like watching the Von Trap family go skiing. Matching clothes, perfect skiing form, mentorship everywhere, and even multiple backflips from even the younger kids! I was amazed.

Chad and Jenise made a decision long ago never to outsource their parenting. They knew that the best learning happened at home, not at some desk somewhere. From training to discipleship to music to education to entrepreneurship to sports to skills building to missions work, Chad and Jenise took an active role in developing and growing their children up in the way they should go.

Many of the kids are now successfully married with several kids of their own, but Chad and Jenise always take an entire week and visit any child that has a grandbaby.

Never outsource your parenting.

Both Chad and Jenise come from large families, so they know how to make a home work like a well-oiled machine. Chad has done daddy boot camps for decades teaching skills to the kids. Their home runs like clockwork and its wonderful to watch it happen in real time. They even admitted to Amy and I that raising 11 kids is actually easier than it was raising only 2 kids! And they are actually serious... and I believe them.

One of the great tips from the Johnsons is a phrase they coined called SCAMP™. It's so brilliant they actually trademarked it! SCAMP™ stands for Speedy Clean After Meal Party. After each meal together, every member of the family has a role to play in cleaning up dinner, dishes, and cleaning the house. For 10 minutes, they throw on fun music and get to work. Each child knows exactly what to do and is rarely told to do anything. The whole house, including rooms and bathrooms are cleaned and the house and they are ready for the evening together. Brilliant!

I could tell you several dozen more incredible tips from the Johnsons, but we don't have the time here. Amy and I have implemented many of their ideas and it has worked wonders in our home. Thank God for families like this that we can learn from and model their routines.

In fact, as we have studied the top 100 families, we have picked up so many incredible tips for dinner prep, the power of the candle, special plates, dinner questions, evening rhythms and much more. Many of these strategies are found in our Connection Transformation series.

THE BARNETT FAMILY

"BRAIN GIGS"



(Here's Tom and Georgia in their new Corvette that they won for being the top franchisee at Burger King. They sold the car and Rolex, doubled the cash, and gave it all to their employees).

Tom and Georgia Barnett are legendary parents and grandparents. They have been married for almost 40 years and have been through almost anything that gets thrown at a family, and come out stronger on the other side. Tom is one of the most decorated Vietnam war veterans in the world, with over 240 successful fly overs getting shot at by missiles the size of a telephone pole. They are also avid skiers, race car drivers, adventurous as a family, and they tell the most incredible stories you've ever heard.

Tom and Georgia manage many Burger Kings and are some of the most generous donors to YoungLife and other young organizations around the country.

Here's one example of just how humble and wonderful this family truly is. In 2014, Tom and Georgia won the Burger King Franchisee of the Year Award. The award was a brand new Corvette and a beautiful new Rolex watch. Instead of keeping the prize for themselves, they sold the car and the watch for cash, then doubled the amount with their own money, and gave all of it to their hundreds of employees.

Imagine a fry cook getting thousands of dollars out of nowhere! When asked about why they did it, Tom just said “hey- they did the work, they deserve the honor. Pretty simple.”

For almost 15 years now, Amy and I have enjoyed every minute visiting with and staying with the Barnett Family. They have taught us so much about how to love our kids, bond together in our marriage, and grow in our faith.

When it came to parenting, they only had 5 simple rules for their kids: don’t lie, don’t cheat, don’t steal, don’t disobey, and don’t disrespect. That’s it. Everything else was about having fun and creativity, making great memories, and enjoying each other. When I asked Tom about the rules, he said “I’m not too smart, so 5 is about all I can remember anyways. So we figured that’s all the kids could remember as well. As long as they kept those rules, the rest of life was treating them like puppies. If a window got broken, oh well! Boy did we have fun!”

There’s something so profound in that statement: “Boy did we have fun!” You want your kids to have a sweet aroma of your family when they leave your house. It actually binds you together for life, especially when they are older. This is why we have this saying at Fig & Eagle - “Until further notice, celebrate everything.”

What struck me about the Barnetts was their focus on helping train their kids up with great skills and capabilities. They never outsourced their parenting, and knew that there was really important mindsets and skill sets they wanted to teach their kids and grandkids. One of those they called “Brain Gigs.” They believed it was very important for their kids to use their brains to create value and solve problems in the world. This was even more important than just taking out the trash or doing yardwork. They also wanted their grandkids to learn to make and manage money early in life. So they created a brilliant plan—for every nonfiction book or 5-minute PragerU video their grandkids read or watched, they could write up a few paragraphs about it and send it to grandma and grandpa. In return, they would get \$10. It taught them valuable lessons, life skills, and they earned some extra money. Most importantly, Tom and Georgia would get to have constant amazing conversations with them about important topics, and it grew them so much closer over the years.

What they didn’t realize was how excited the grandkids would get about the idea, and they now have happily given over \$15,000 to the grandkids this way! Money well spent! What a great way to invest in the next generations, rather than just hoard money and die with it.

We love the Brain Gig model, and we have incorporated not only this, but dozens of other strategies, into our Capabilities Series for parents and grandparents. You can find out more about our Four Transformation Series [HERE](#), and also see some live interviews with Barnetts.

THE JONES FAMILY (ALIAS)

“MERIT-BASED INVESTING AT HOME”



This next tip is one of the most profound ways to teach financial skills to your kids that I’ve ever seen! Due to the high profile of the family who taught me this strategy, we have redacted their name from the public. We have kept the full training and lessons inside of the Fig & Eagle transformation series.

What I can tell you is that I have personally known many members of this family for over a decade, and we have had many deep conversations about building strong families, financial training, generational transfer of wisdom, and investing tips.

The success of this family is world renowned, and they have managed to keep strong family connections, strong core values and radical generosity at the forefront for over 5 generations now. Each generation is more capable and courageous than the last. They have great marriages and many of them adopt children from all over the world. It beautiful to see!

When it comes to investing, this family didn’t just try to teach the lessons of delayed gratification, compounding investing and asset diversification. They decided to put their money where their mouth was.

So here's what they did with their kids (kids names, number of kids and exact amounts all redacted)...

1. When each child turned 10 years old, they were given 2 things: a financial coach, and \$500K to invest.
2. This money was not allowed to be spent on wants and needs—it had to be invested into income producing assets.
3. The kids chose how to allocate the money between stocks and bonds, private investment, real estate, etc.
4. If their investments returned 8% or more on the year (or the asset appreciated 8%), they got another \$500K the next year.
5. If they did not get at least an 8% return or appreciation, they did not get the money the next year. Instead, they took a year to be coached and learn the lessons needed to succeed the following year when they got another \$500K to invest.
6. Interest earned could be used for mission trips or a car at age 16, assuming good grades and a car price under \$20K.
7. This would continue until the children were 18 years old, at which point the interest on those investments (not principal) could be used for college, missions work, coaching, frost home, or more investing.

You may think this is nuts, but as a world expert in financial skills for families, this is brilliant on so many levels. This is results-based, real stakes investment training. Its delayed gratification, the power of coaching and real-life experience. And here's what I know- these children are now adults with their own kids, and they are some the most humble, generous, sharp, savvy investors that I've ever met. The proof is in the pudding.

Now, most families cannot afford to give their kids \$500K a year to invest. Especially knowing that they are going to make some mistakes along the way (believe it not, some of them made some brilliant moves and outperformed mom and dad!). But maybe consider a few hundred dollars or a few thousand dollars? The key is to transfer the skills.

Your kids need to learn the biggest lessons and failures while they are still at home with you, where it's safe and secure. This is perhaps the greatest type of investment you can make in your kids' future. Again, we cover this much more in depth in our Capability Series.

Let your kids make the small mistakes at home so they can learn to avoid the big mistakes when they are older.

THE KLINKHAMER FAMILY

"THE TEENAGE HACK"



Our Fig & Eagle training program has so many strategies for young parents, as well as parents of adult children and even grandparents. But this tip is for those of you with adolescent and teenage children, and it comes from some of our best friends in the world - Jean and Mindy Klinkhamer.

Jean and Mindy have become some of our best friends in the world. They have two amazing adult children, David and Abbey, and they come from an incredible family line. They have locked arms with us on this mission at Fig & Eagle to "take back the family" from a culture that is trying its best to isolate, weaken, confuse, and overwhelm our kids.

We have learned so many powerful family strategies from the Klinkhamers. They have taught me a powerful and universal rule about parenting. Here it is—when it comes to our kids, "rules without relationship equals rebellion." So many parents fall on the side of tough love, whether from exhaustion or upbringing or dealing with a defiant child. As time progresses, they become rigid drill sergeants with their kids. This can cause great harm in the long term with your children, especially throughout the teenage and adult years.

Other parents fall on the side of just wanting to be friends with their kids, to have their kids like them a lot, so they cater to their every need. They solve their kids' problems for them, pay for everything, and sacrifice high standards on the altar of being the "cool parent." But our job is not to raise children—our job is to raise future adults. The key is to have the proper balance between high expectations and high edification (nurturing, coaching, care). Or better put, "rules with relationship equals rocketfuel."

As kids reach their teenage years, they let go of your hand and want to learn things for themselves. This doesn't mean that they rebel or turn away from you (that's a terrible lie that we know how to protect against), but they do want to find out things for themselves. That is why they need to have great influences and guidance from other trusted people to surround them during these years.

We call this "The Teenage Hack." You need to make sure that they have great mentors and advisors around them who can reinforce what you care about most. These people can keep you updated on what's happening and be a great source of wisdom as your kids mature into adulthood. I was able to do this for David (their son) throughout his teenage years, and now we are great friends. And David will be that for my 3 boys.

We do a much deeper dive into this in our Core Values series, but I can't say enough about how much the Klinks mean to our family. We love them!

Surround your teenagers with mentors that can reinforce what you care about most.

THE FRASER FAMILY

“RAISING KINGS AND QUEENS, NOT PAUPERS”



When we met Bob and Lauren Fraser, we immediately clicked. They are so kind, so wise and so much fun. And the best part—they loved us! They have been incredible mentors to us, and we have also become friends with their children.

Bob and Lauren have had an incredible life full of highs and lows, adventures, tragedies, blessings and much more. They have built large companies, started schools, experienced loss and impacted countless other families and leaders. In all that they have experienced, they have been faithful to each other and to God, and he has blessed them beyond measure.

For the last several years as I have been building out our family coaching program, Bob and I have had many conversations about raising children, marriage and what matters most (and what doesn't matter at all). He has always stressed to me the importance of speaking identity over our kids from a very young age. They need to understand how God sees them and has a great plan for their life. Either we give our kids an identity, or the world is hungry to give them the wrong identity. Bob and Laura would consistently speak life into their kids, encourage them, pray peace over them, and help them see a beautiful future.

Either we give our kids an identity, or the world will give them the wrong identity.

Amy and I have taken much of this to heart and applied it to our own children. Not only are we praying for and with them daily (and for their future spouses), we started to do “I Am Statements” with them. I am Brave, I am Confident, I am Strong, I am Enough, I am Powerful, I am Blessed, I am Loving... this has been especially powerful for our daughter as she grows up.

One time, in the middle of a discussion, Bob said to me, “Scott, you need to know something about parenting. You aren’t raising paupers and servants. You are raising Kings and Queens.” It made me pause. Bob went on to explain that when it comes to identity, our children need to know that they are royalty in God’s eyes. They have a powerful place in this world to love others, to lead and serve, to create amazing things and have “dominion.” Kings and Queens don’t make requests, they make decrees. They carry themselves differently—they look you in the eye when they shake your hand. They treat you with respect. They move with grace and dignity.

Your outer voice to your children will become their inner voice as adults.

This has been a profound lesson to us as we raise our children. When you name something, you give it power. Because we are loved, cherished and valued by God, we are royalty. A King identity means that our sons will grow with wisdom and strength, honor and character, and authority to lead others and serve well. A Queen identity allows a daughter not to be taken advantage of, to live with grace and elegance, to have high standards for herself and her future husband.

We cover more of this in both the Connection and Courage transformations in our program. But never forget this idea—“your outer voice to your children will become their inner voice as adults.”

THE TIMM FAMILY

"MENTOR MONDAYS"



The most important business in the world is not the one you go to every morning—it's the one you come home to.

The Timms taught me that. They also taught me about 100 other things. Amy and I are so honored to know this beautiful family, and they have become part of our Inner Circle.

I met Mark Timm many years ago through a good friend, Lee Richter. She simply said, "you have to meet Mark! I think he is your twin, just a decade older." She was right. Mark and I hit it off right away.

The first time I visited them on their large farm in Indiana, it was winter. I was immediately thrown onto a large tarp and towed in the snow behind a dodge truck through the field. It was insane and amazing!

The Timms have taught us so many brilliant family strategies. As the their kids were growing up, they would have a **Friday Fun Night** once a month where the kids could invite a friend, and they would play crazy games at the house late into the night, amazing food, and tons of fun.

It was the perfect way to meet their kids' friends and create a safe environment. They also became the cool house...

Mark made it a point to bring one of his kids with him on every work trip, event or conference so they could learn the mindsets and skill sets of business. He did this for decades, and still to this day. The more we do with our kids rather than for them, the stronger legacy we will have.

Mark wrote the best-selling book, *Mentor to Millions*, with Kevin Harrington. Mentorship is his greatest advice: every great family has both mentors and mentees to guide them along the path. If you want to have great mentors, be their best student.

One tip that the Timms have shared with us is something they have coined called "Mentor Mondays." The kids have all grown into wonderful young adults, and because of the deep roots and seeds that have been planted in each of them, they are hungry for time with their elders. So every Monday, the kids cook dinner, and they spend hours together focussed on mentorship and coaching through all of life's questions—relationships, business, faith, finance, marriage, economics, you name it. What a wonderful way to speak life into your young adult children!

This is the product of having a proactive parenting plan rather than a reactive one. If you're wondering how in the world you could ever have something like this in your family, we can help! The best time to start something transformative for your life... is right now.

THE WORCESTER FAMILY

"4 QUESTIONS FOR DAUGHTERS"



Sometimes, even though you don't realize it, you meet a family that will change your life forever. That happened to Amy and I many years ago when we met the Worcesters. Don and Renee Worcester are a national treasure, and their impact on married couples has been profound. They live in Arizona with their three wonderful children, one of whom just got married.

Don and Renee are one of the couples that have your back no matter what! Amy and I have called on them during some of the hardest seasons in our life—boating accidents, miscarriages, business nightmares, marriage issues, you name it. They have never failed to show up every single time, and we are beyond grateful for their family.

To Don and Renee, parenting is like fishing. Your job with your kids is to cast the line out with bait on it, even if the fish aren't biting. Our role is to check in with love and grace unconditionally, even when the kids may not want to engage or talk. As a parent, you get points for casting, not catching.

This has been a powerful idea for us during seasons where kids don't want to communicate with us or may be defiant. Sooner or later, persistence pays off. And you never know the long term effects of your constant pursuit of your kids' heart.

As a parent, you get points for initiation, not the outcome. Keep fishing.

One time, we were talking about our daughters in a group of dads. Don said, "hey, if you have daughters like me, I found the secret trick to loving them well. You have to ask these four questions and you'll all set." Our eyes were dead-locked right on Don... you could have heard a pin drop. He went on and shared these 4 transformational questions to ask your daughters:

1. "How are you feeling today?" Girls feel loved, safe and special when they feel heard. Your attention is what they seek, and it helps their brains calm down.
2. "Is there anything I can do for you right now?" Then just do whatever they ask! Unless, of course, it's illegal or costs more than \$500.
3. "Can I tell you something about you that I really appreciate?" Then you just start talking and encouraging them—you're a great friend, you are a thoughtful sister, you have a kind heart, you are courageous, you make me feel so great as your dad... To "encourage" means to "put in courage." The opposite is also true— "discourage" is to "remove courage."
4. (Bonus Question) "Can I pray for you?" Then just start praying for them right away—pray a 30-second prayer over their life, declare truths over them, give them a blessing.

Now that is pure gold! Are you starting to see how awesome these families are? It gives me great joy to know these wonderful people, and I'm even more excited to share their secret recipes with you at Fig & Eagle.

As a parent, you get points for initiation, not the outcome. Keep fishing.

THE BADEN FAMILY

“I DO, WE DO, YOU DO”



This “recipe” comes from one of our foundational members and key collaborators at Fig & Eagle, and it is too good not to share in this case study.

Chris and Beth Baden have become dear friends of ours on this journey of collecting and codifying the best family content in the world. We have traveled together, stayed in one another's' homes, shared family stories, and our kids get along great! I can guarantee this—the Badens are raising world changers.

I have seen their children start and build businesses, sell door to door, work in the family business, speak on stage, edit content online, hold brilliant conversations, and write kids books. Did I mention all of their kids are still under 10 years old?

Chris runs a marketing technology called FlowChat, and when he travels, his kids travel with him to different conferences and events. They are in the room with everyone else, holding their own. This is because the Badens are big fans of real-world learning and experiences. They also start each morning with “Brain, Body, Business” where all of the kids do one thing to activate their brain, one thing to workout their body, and one thing that grows their business skills.

One time, we were sharing best practices for how to get kids to help around the house without conflict or constant reminders (Home Gigs Method), and Chris said, “Oh ya. We don’t do chores at home—we build skills.” What a brilliant reframe for our kids. They need to be on a hero’s journey and they need a toolbelt full of skills to succeed.

We don’t just do chores at home—we build skills.

The Badens have a family philosophy that works like magic called “I Do, We Do, You Do.” This is a method for passing on skills and capabilities to your kids. First, I do the dishes. Then, we do the dishes until I see that you are doing them like me. Then, you do the dishes. Same goes for making the bed, tying shoes, vacuuming, mowing, cooking, even laundry (like, all the steps of laundry including folding and putting it away). Yes, I said laundry!

As they grow, think about entire meals, planning a vacation, packing the car, or saving money on subscriptions. This takes time (usually 21 times to build a habit), but this system trains the skills correctly, and keeps you thinking about what is next pass off.

Before long, you’re totally free of the task parents! This is a key part of the Fig & Eagle recipe book to help give parents more peace and margin to enjoy their family. Don’t forget—if you want capable kids, you must do more with your kids than for them.

One last thought. Kids are usually way smarter and more capable than you think. Treat your kids at least two years older than they already are, and they will rise to the occasion every time.

If you want capable kids, you must do more WITH your kids rather than for them.

THE GREENE FAMILY

“WORK ON YOUR FAMILY, RATHER
THAN JUST BEING IN IT”



Finally, we come to one of the most incredible legacy families in our roster—the Greene Family. If you’ve ever purchased fabric, paint, craft supplies, a plant, a devotional book, or a seasonal decoration at Hobby Lobby, then you got it from the Greene Family. With over 1000 stores, this family has been helping decorate homes across America for almost half a century.

But I bet you didn’t know this—the Greene Family gives away half of their profits every year to charities and ministries all over the world (almost a billion dollars in 2024 alone). Furthermore, the Greens have put 99% of their business inside of a Stewardship Trust to continue to live their legacy as a “radically generous” family. They know that giving their kids countless millions would ruin them completely, so they opted to give together instead. And it has worked miracles!

Here's the last wild detail for you. Because of their magnetic generosity, faithful stewardship and family focus, the Greene family has almost all of their 50+ family members living near each other in Oklahoma City. No divorce, no estrangement, no lottery ticket syndrome, no entitlement, just incredible children, grandchildren and great grandchildren. I know several of them and I can tell you they are humble, sharp, selfless and kind. It is an honor to know them.

A few years ago, I got to spend some time with David Greene at the Hobby Lobby headquarters in Oklahoma. We had an incredibly deep conversation about our families and what he has learned in more than 80 years on this planet. Here are just a few pieces of wisdom he shared:

First, legacy means that your kids and grandkids carry on your values, not your stuff. Stuff fades and never lasts. But values, experiences, faith, stories—those last forever. Know the difference.

Inside of our Core Values training, I like to put it this way—"it's more about what you leave in your kids than to them."

It's more about what you leave in your kids than to them.

Second, every time you give your kids something they didn't earn, you are potentially robbing them of something better in the future. If your kids expect you to pay for everything, they will take you for granted. It is good to provide education, expenses and experiences, but know your line and rarely cross it. When your kids earn, they learn.

This is a wise word in a world where entitlement and victimhood are the currency of the day.

Third, the best money skill to teach your kids is giving (I call it "Sharing" with little kids, since they connect first to sharing a toy or a snack). Generosity is an identity for families to teach to their kids early, and you can't outgive God. When you give, you start to believe in abundance, there's more than enough to go around, and tomorrow will be better than today. David repeated this phrase—"you can't take it with you, but you can pass it on ahead."

Finally, David was very clear with me about the importance of getting family coaching and training in order to build a stronger family unit. “You need to spend time working **ON** your family, rather than just being **IN** your family.” There was a sense of urgency in his voice, as if to say, “very few people actually care enough to invest in their family like they would a business, but your family is your most precious asset!” The Greenes are very intentional about coaching, training, family planning and constant learning together.

93% of all the time you spend with your kids happens before they turn 18 years old. You only get so much time to learn how to do it right. Getting it right at home is what it means to “give your kids heritage over inheritance.” I take these words to heart. Thank you Greenes!

Take time to work **ON your family, rather than just being in your family.**

We have so many more strategies to share with you—dinnerviews, date wheels, antifragile, gigs systems, BEST stories, the CoreWord Method, and so much more. We have countless other amazing families from our community that I would love to introduce to you inside of Fig & Eagle. And I can’t wait to hear your best (add word here- maybe legacy?) recipes!

FINAL LESSON

Remember, the common thread between the top families in the world is this—**they take time to work on their family, rather than just being in their family.**

Even the best parents regularly seek out coaching and training for their family. They take sacred time out of their lives, they block it off in the calendar, turn off their phones, and they learn and plan. This is what makes them proactive parents, not reactive parents. Show me your calendar and credit card statement, and I'll show you your priorities.

Imagine this. You're 80 year old looking back on your life... you are overwhelmed with gratitude and joy, your kids and grandkids are thriving and joyful, you feel deeply connected to and proud of each one of them, they can't wait to see you again, and other families want to know how this type of life is possible.

As you look back, what decisions will you be the most proud of in your life? What habits and strategies got you to this wonderful moment in your life?

If you enjoyed these family "recipes" and would like to engage more with us at Fig & Eagle, ask yourself these 3 questions first:

1. Do I need a clear roadmap for building a strong family for generations to come?
2. How important is it to me to raise kids and grandkids who have deep roots in our family, and powerful wings to soar in the world?
3. Is it worth investing some of my time and money to get the right family coaching to get us on the right track to lasting success?

If you answered yes to any or all of these questions, then I want to invite you to click below to learn about our **Mentor Family** program. This program is what protects families from what we call "1000 Sleepless Nights," or the issues caused down the road with family that we can protect against now. We want to show you how to protect your kids against the "4 Anti-Family Forces," avoid the Anxious Era, how to raise Capable Kids in the world of AI, how to make families values that actually stick, how to solve most of the behavior issues and conflict, first time follower training, grandkid tips, and so much more. Are you up for that?



These are the most important conversations in the world, and the next generation needs this now more than ever. The greatest investment you will ever make is in your family, and your kids and grandkids will thank you.

So click or scan below to learn about this surprise, and I look forward to meeting you soon.



[**SIGN UP HERE!**](#)

Cheers!

Scott

PS - If this document was shared to you by someone else, and you'd like to get more content like this, you can connect with us on any of the platforms below!

To follow us on socials, click any of these:

[YouTube](#)

[Instagram](#)

[TikTok](#)

[Facebook](#)

[Twitter/X](#)

Having a strong family is about progress, not perfection—the only real mistake is standing still.