

What is Genuine Wealth Assessment?

Genuine Wealth Assessment (GWA) is a values-based, well-being analysis and management process, developed by Mark Anielski, that individuals, communities and business enterprise can use to better measure and manage their most important assets; the things that make life worthwhile. A truly flourishing and sustainable enterprise is one which integrates, balances and optimizes its core assets: people (human capital), relationships (social capital), the environment (natural capital), built capital and financial capital.

Why genuine wealth? The word **wealth** comes from the Old English meaning *the condition of well-being*. The word **genuine** means *to be true to one's values*. Therefore, the Genuine Wealth system is a way of measuring and managing the conditions of well-being that align with our values.

GWA provides a more comprehensive and balanced "accounting" of the conditions of well-being that contribute to quality of life, than conventional economic and financial accounting systems. GWA begins to re-discover the things that intuitively make life worthwhile and which are ignored or improperly counted in conventional economic measures of progress, like the Gross National Product (GNP),

"Too much and too long, we seem to have surrendered community excellence and community values in the mere accumulation of material things. The Gross National Product (GNP) includes air pollution and advertising for cigarettes, and ambulance to clear our highways of carnage. It counts special locks for our doors, and jails for the people who break them. GNP includes the destruction of the redwoods and the death of Lake Superior. It grows with the production of napalm and missiles and nuclear warheads. And if GNP includes all this, there is much that it does not comprehend. It does not allow for the health of our families, the quality of their education, or the joy of their play. It is indifferent to the decency of our factories and the safety of our streets alike. It does not include the beauty of our poetry or the strength of our marriages, or the intelligence of our public debate or the integrity of our public officials. GNP measures neither our wit nor our courage, neither our wisdom nor our learning, neither our compassion nor our devotion to our country. It [GNP] measures everything, in short, except that which makes life worthwhile."

— Robert F. Kennedy, March 18, 1968

“Genuine Wealth” attempts to measure all the things that make life worthwhile, as Robert Kennedy alluded to in his famous speech. Genuine wealth are those things that, in our hearts and minds, contribute most to our quality of life at home, in our communities and at work. These include both tangible and intangible issues such as income and debt, the quality of our home, the joy of our children’s play, the strength of our marriages, the beauty of nature, the number of friends we have or the love we experience from family, friends and loved ones. These are real, true or genuine wealth: they add to our quality of life and thus improve our “conditions of well-being

How do we measure genuine wealth?

There are five main categories of wealth (or capital assets) whose integration constitutes genuine wealth:

- human wealth (people)
- social wealth (relationships)
- natural wealth (the environment)
- manufactured or built wealth (infrastructure)
- financial wealth (money)

Genuine wealth is achieved when all five core assets are in balance with each other. A new **"genuine wealth integral balance sheet"** reveals the physical and qualitative conditions of these five forms of wealth. In addition, the GWA assessment includes a full cost (and benefit) accounting of managing these five core assets. GWA examines the true costs of progress. GWA allows you to assess how well we are managing these assets for sustained prosperity or well-being, optimizing your total returns on all capital assets, not just financial.