



living the good life  
for baby boomers  
and beyond.



## THE JOY SYSTEM:

A Mindful Approach to  
Creating a Meaningful Life

**A Conversation Between Monica  
Lenches, Seniors Real Estate Specialist,  
and Joy Margolis, Strategic Business  
Consultant & Family Advisor**

**ML: What is visionmaking? And what is the Joy System for Visionmaking?**

**JM:** Visionmaking is, quite simply, the process of creating a meaningful life: one based on specific goals and aspirations that are in alignment with one's values. Those goals can be personal (who we want to be, and be around), business or creative endeavors (what we do for work and/or play), or philanthropic (how we make a positive impact). Effective visionmakers are creators who make the effort to ensure that their decisions and professional and charitable endeavors reflect who they are and what they stand for. The Joy System is a consulting firm that specializes in facilitating this process of visionmaking. We have found that

through a combination of empathic, insightful counsel, empowered education, and practical support, vision happens!

**ML: Can you describe the process you use in helping people make their vision a reality?**

**JM:** Experience shows that it often just takes a quiet place to contemplate and someone asking the right questions to uncover true vision. By engaging in a holistic assessment of your current priorities, curiosities and concerns, we take the time necessary to listen for what's most important now ("Big, Open Questions"). Then, leveraging the power of gratitude, exploring your big vision ("Where Am I Going?") becomes fun and easy. Through this process, core values rise to the surface and allow for the design of a strategic action plan and the assembling of a team that is on point to move your vision into action ("What Kind Of Support Do I Need To Get There?"). In effect, the process guides you from the highest level of dreaming all the way down to the grounded implementation of specific action items that make it real.

**ML: What makes The Joy System process effective?**

**JM:** As a result of many years in the role of attorney and family office advisor, I designed The Joy System process to give equal weight to both the "warm + fuzzy" aspects of visionmaking and the very practical applications generally required by our world today. The family transition and estate planning matters, business models and succession planning, operational issues, administrative structures, intellectual property rights, legal entities, key agreements, licensing, insurance, employment issues, real estate holdings, nonprofit matters—they all get accomplished, but in a way that considers the uniqueness of you!

**ML: How can Baby Boomers and seniors benefit from The Joy System?**

**JM:** Because The Joy System works for creators of all ages and stages, it can address the big picture considerations distinct to Baby Boomers and seniors. You've worked hard to get where you are, and maybe now you are valuing time and experiences more than things; you've lived a lot of life — intend to live a lot more — and have wisdom to share; collaborating on family matters and fostering responsibility and success in rising generations may be important; maybe you've experienced a loss and find yourself in an unexpected and unfamiliar place and needing support; perhaps it's time to make a big change, or you're finally ready to realize that deeply held dream. This work together is intended, ultimately, to provide peace of mind knowing your personal, professional and financial matters are structured in alignment with your values.

**ML: What role do support and accountability play in realizing one's vision?**

**JM:** Visionmaking is deeply personal work and rarely a solo journey. Trusted relationships are key to fostering accountability, addressing roadblocks along the way, and reframing challenges so that they become useful to you. This, in turn, reinforces your commitment to your chosen timelines and action items. Having support and help with both making big decisions and tracking the small details are imperative to successfully achieving your goals. Structure creates freedom...so dream freely!

Joy Margolis Joy is the founder of the Joy System. As a strategic business consultant, she transforms the vision of entrepreneurs, organizations, executives, creators, and families into action. Joy offers mindful yet efficient guidance that stewards clients through the business practicalities of an intentioned life. She can be reached at [joy@thejoysystem.com](mailto:joy@thejoysystem.com). To learn more, visit [www.thejoysystem.com](http://www.thejoysystem.com).



**Our Trusted, Affordable In-home Caregiving may include:**

- Transportation
- Medication reminders
- Personal care assistance
- Meal preparation and grocery shopping
- Homemaking and housekeeping
- Engagement and enrichment
- Professional care management 24/7

*Senior Planning Services* is the experienced, professional and dependable solution you have been looking for.

Our care management offerings include coordination of supportive services and healthcare advocacy.

Call today for a  
**Complimentary Consultation:**  
**(805) 966-3312**

Compassion • Integrity • Flexibility

[www.SeniorPlanningServices.com](http://www.SeniorPlanningServices.com)

We Hope That You  
And Your Family Stay  
Warm This Winter!

---

THE ALDRICH  
COMPANY

EXQUISITE LANDSCAPE DESIGN

Call For A Complimentary  
Consultation  
1-805-969-3391

Visit  
[www.aldrich-landscapes.com](http://www.aldrich-landscapes.com)