

Redefining Wealth and the Role of Health and Happiness

Wealth is a loaded word that [depending on where you live in the world](#) could mean entirely different things. There is not only a literal wealth gap in our world there is also a gap between our perceptions of wealth not only for ourselves, but for the world around us.

According to the 2022 Schwab [Modern Wealth survey](#), the magic number for Americans to be wealthy is \$2.2 million. Then, there is the oft-quoted [study from Princeton](#) that found the happiness sweet spot at \$75,000 a year, and now a [newer study](#) that calls that into question.

Of course, those are just numbers that look at wealth in one dimension only. As Henry David Thoreau said: “Wealth is the ability to fully experience life.”

So, if we ask ourselves how do we fully experience life? There are a few ways to answer that question. We can look at happiness from a macro level and how it is measured by [World Happiness Report](#):

- Money: gross domestic product per capita (for a country) and net worth for an individual
- Social support
- Healthy life expectancy
- Freedom to make your own life choices
- Generosity of the general population
- Trust of governments and people

We can also look at pioneering work in [Positive Psychology](#) by psychologists like Martin Seligman. He sees three tiers at work:

The Pleasant Life: developing relationships with people and our natural environment

The Good Life: discovering our unique virtues and strengths to enhance our lives

The Meaningful Life: cultivating a deep sense of purpose and fulfillment by employing our unique strengths to improve the lives of others

We can also learn from what people regret at the end of their lives...a clear moment where a holistic definition of “wealth” often comes into play.

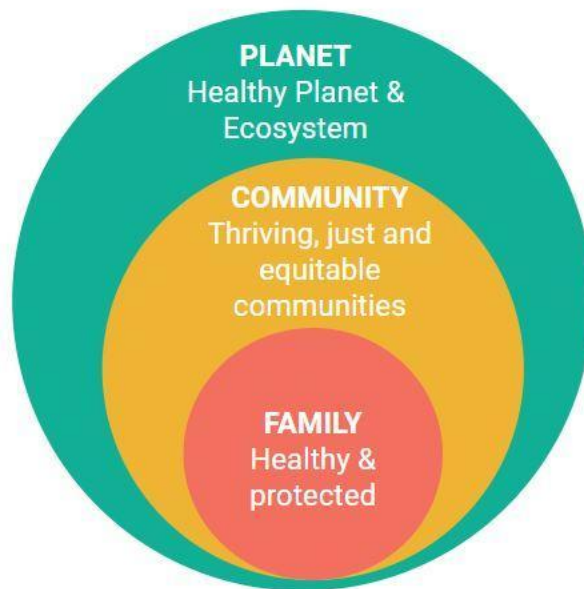
[Here are the 9 Most Common Regrets](#) as experienced by a social worker who spent years working in hospice care. People wish:

1. They had been more loving to the people who matter the most.
2. They had been a better spouse, parent or child.
3. They had not spent so much time working.
4. They had taken more risks.
5. They had been happier and enjoyed life more.
6. They had lived their dream.

7. They had taken better care of themselves.
8. They had done more for others.
9. They had chosen more meaningful work.

Common themes emerge once our basic needs are met: cultivating relationships, the quality of our time, our purpose and looking beyond ourselves to helping others and the world around us.

At Bluestone, when we think of wealth, we think of family, community and planet. It is our conviction that you can't protect your family if you're also not protecting your community and our planet.



If you think about wealth in terms of a healthy and happy family, vital communities and a viable planet, what do we need more and less of as a culture?

Here are a few of our thoughts below. What would you add?

More	Less
Quality time	Consumer debt & consumption
Organic & regenerative agriculture	Pesticides and unhealthy food and water
Forests and natural environments	Overdevelopment
Circular economic models	Short term models with long term damage
Renewable energy	Fossil fuels
High quality public investments through CDFIs	Less extractive private investment
Socially responsible businesses & individuals	Greed that benefits a few while destroying entire ecosystems and communities

Transparency & accountability	Greenwashing
Inclusiveness, compassion & retribution	Racism, sexism, bigotry, homophobia, xenophobia, cultural genocide

So, why does an insurance company like Bluestone care about the redefinition of wealth?

We designed our business model with positive impact at the center. Our [Premiums with Purpose®](#) starts with protecting your family, and then empowers you to protect your community and the planet.

Not only does life insurance provide you a bridge to independence, allowing you to create value for you and your family, your Bluestone policy contributes to the long-term wealth and viability of communities and our planet.

It's a financial choice that will have impact for generations to come. You can define wealth for you and your family and protect that vision today. [Join us.](#)