

I Need to Tell You Something

Life Lessons from a father for his teenage children

It started as a request from Bill Franks' financial advisor to create a "Statement of Values" letter that he could share with his then-young children. If something happened and he wasn't around to raise them, what were some of the core values he would like to impart on them once they were old enough to understand?

As Bill began laying out his thoughts, he realized that he had a lot more to say than would fit in a letter. He also realized that many other families might benefit from the same advice he was providing. What started as life lessons he wanted to share just with his children, quickly became an opportunity for other families to discuss and learn together.

This guidebook presents a great foundation for adults to think about and be intentional about sharing their own ethics and principles. With clear examples, timely teen issues, and 'taking action' elements with each chapter, it provides many opportunities for parents to begin or continue important conversations with their children.

I will be using many of the themes and stories from Bill Franks' book, I Need To Tell You Something, for the weekly Scoutmaster's Moment that I share with my Boy Scout Troop each week. It is common sense and good old-fashioned morals expressed in short, engaging and fun to read chapters. At times I felt like the author was reading my mind and writing my very thoughts!

—**Harry Colley, Scoutmaster & father of two sons**

With every chapter, Bill has taken concepts that can be daunting for parents to articulate to their children—like integrity, trust, confidence—and created a framework that any parent would find valuable to guide those conversations with their own children.

—**Jennifer Lewis Priestley, Professor of Statistics & mother of two**

Bill Franks has taken his typical thorough and thoughtful approach to life and applied it to some of the most important topics of conversation we can have with our families...and put them all in a book that is, simply, worth reading. This is a book that deserves attention. (Excerpt from Foreword)

—**Robert Hockett, CFP, Principal/Wealth Manager,
Modera Wealth Management**

Bill Franks is the Chief Analytics Officer at the International Institute for Analytics (IIA). In this role, he helps guide IIA's global community of analytics practitioners in determining the best strategy for their particular analytics needs. Bill has previously published two business books focusing on his day job. This new book is written from his perspective as a businessman AND a parent. As a father, he is also a leader, adviser, and teacher. His passion for both roles brings him to share life lessons not only with his own children, but with other families as well.

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*Life lessons from a father
for his teenage children*

Bill Franks

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