



## THE INTERNATIONAL FAMILY OFFICE

# Improve the quality of your life to secure your legacy - Feisal Alibhai

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When it comes to a wider wealth strategy, the health and wellbeing of your family is as essential as its financial aspects. But even wealthy families with the best intentions can overlook their health and wellbeing, according to Feisal Alibhai, founder and CEO of Qineticare, the world's first *family health office*.

"It's not that they don't care," Feisal says. "Rather, they care deeply about their health but either don't know where to begin or see ill-health as something that will only affect them in the future."

Now, as coronavirus sweeps the globe, the latter has changed in an unprecedented way. Enterprising families are giving more thought to their physical and mental wellbeing than ever before, and the support that Feisal and his team offer their clients has gained a new immediacy.

Families come to Qineticare for a variety of reasons, but there is usually a trigger, explains Feisal. "Maybe they've just sold their company and are searching for a new purpose or they're transitioning their wealth to the next generation. Now, that trigger is COVID-19", says Feisal. "Regardless of their reasons, they all have one thing in common. They want to protect their loved ones".

Feisal founded Qineticare in 2013 after being challenged with stage three cancer – a lifechanging experience that led to a revelation in how he approached his health. "I had very painful experiences, but in hindsight, they were a gift. Through them, I now have the honour and privilege to support others so that their journeys don't have to be so difficult".

Following his diagnosis, Feisal turned to a multidimensional approach to health and wellbeing. "I changed what I ate and how I moved, slept, thought and felt." This 'interconnectedness', he asserts, is key: "I demonstrate the importance of self-care and self-love through practical tools and techniques to unite the wisdom of the head and heart". His unique experiences are the foundation of Qineticare's philosophy and approach.

Feisal is dedicated to the continued success and longevity of family businesses. A public health crisis the scale of COVID-19 gives health consciousness the same seriousness he felt directly after his diagnosis.

According to Feisal, the level of stress we're feeling as a result of the pandemic has the potential to exacerbate the impact of the very crisis it stems from. "Most of us are in fight or flight mode right now. Cortisol levels are completely out of control", says Feisal. "Now more than ever, we must embrace what *is* with trust and calmness, for clarity to emerge".

Feisal believes we control two things in life – the meaning we give and the response we have to our experiences. "Building resilience physically, mentally, emotionally and relationally enables families to embrace change as an opportunity. Clarity of mind leads to better choices and a state of flow. Today, these choices carry added weight."

Feisal Alibhai is Founder and CEO of Qineticare