



Financial Purpose Workbook

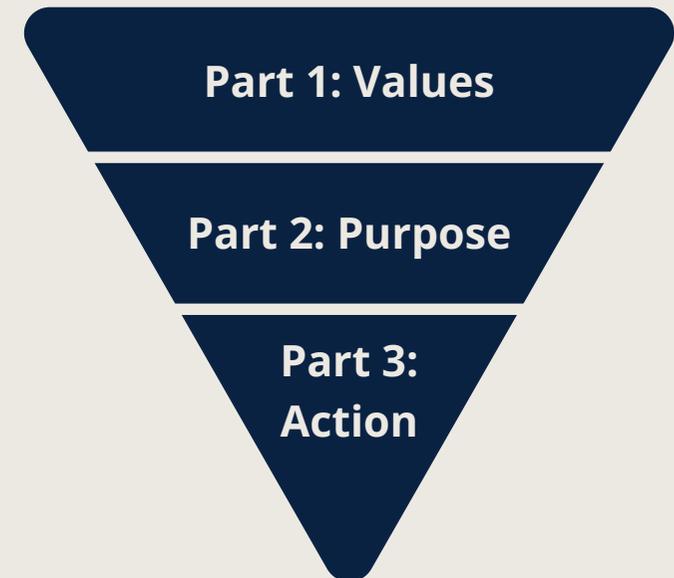
what to expect

A well-crafted financial plan sits at the intersection of our financial resources and our personal values. It represents a clear and intentional sense of purpose for our wealth.

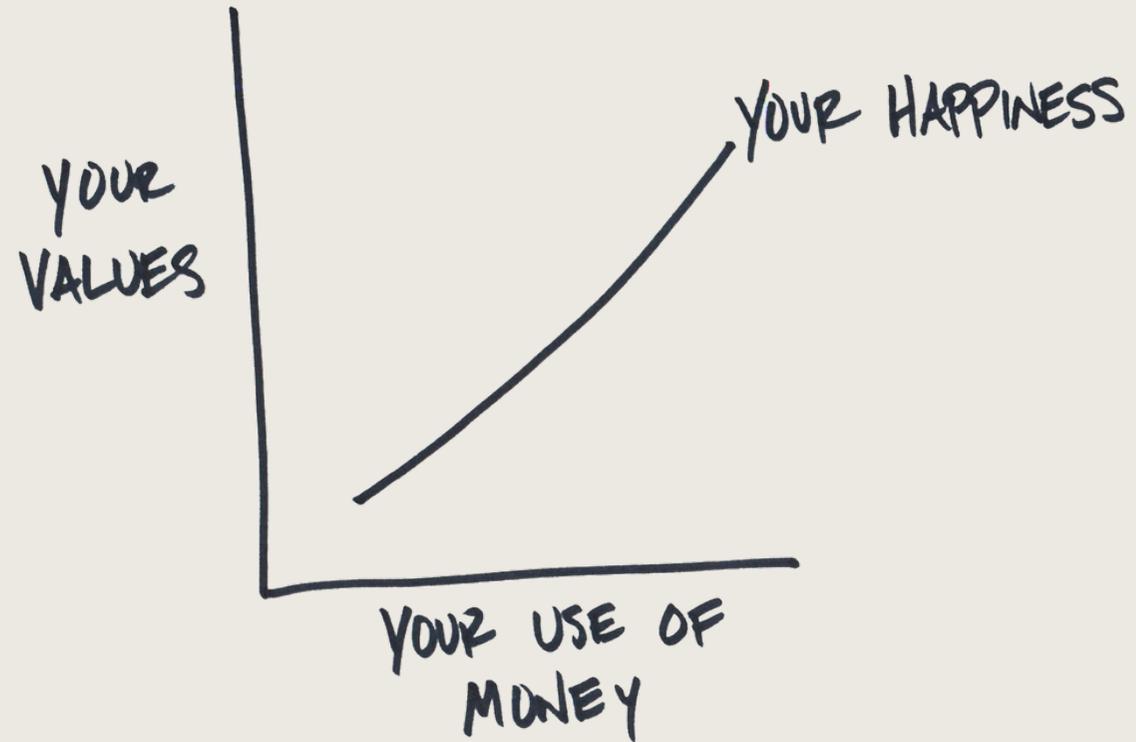
When money and purpose are in alignment, we are enabled to create lives that are wholly and uniquely our own. When they're not, we risk looking back on our time with regret and a sense of misplaced priorities.

In the pages to come, we will work through an exercise for identifying and prioritizing the values that guide and motivate us. We will then reflect on these values, use them to create a Statement of Financial Purpose, and - most important - bring them into real life with clear, actionable next steps.

Let's begin.



part one: values



What are core values?

Core values are the essential beliefs and tenets that influence your thinking and your actions.

Where do they come from?

Core values come from our community, family, cultural background, education and lived experience.

Do they change over time?

While some of our values tend to endure for decades, others change along with our lives and circumstances.

Why are they important?

Our values are like a compass for our lives. They provide clarity and direction when the path is uncertain.

How are values related to money?

Whether we realize it or not, values are reflected in the decisions we make around money. The question is, are the values reflected in our decisions truly our own or are we making decisions based on the expectations and norms of others? When we align our financial decisions with our core values, we open the door to a purposeful, authentic, and meaningful life. Money becomes a tool for happiness.

Questions to Help Identify Values (*partner 1*)

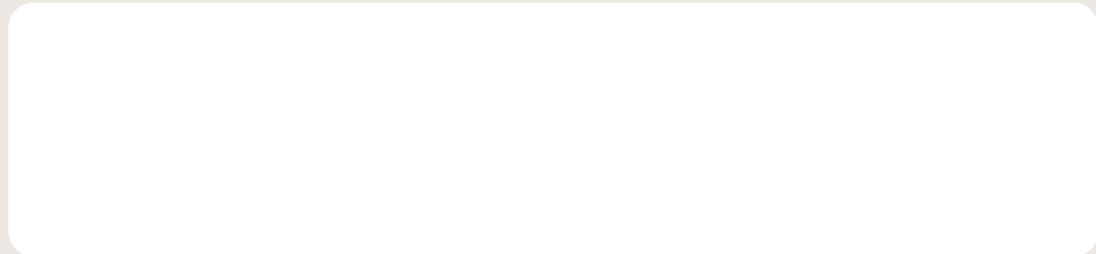
Describe your perfect day in vivid detail.
Where are you? What are you doing? Who are you with?



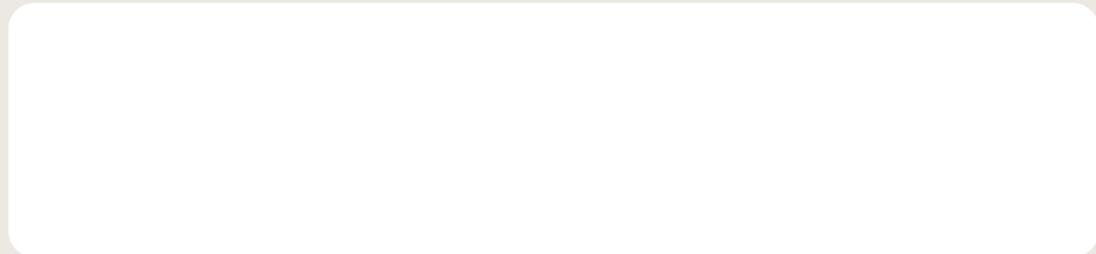
How do you define “success” in this chapter of your life?



When it comes to your personal and financial life, what do you need in order to feel confident and secure?



Imagine you’re in the final hours of a rich and fulfilling life. From this vantage point, how would you describe a life well-lived?



Questions to Help Identify Values (*partner 2*)

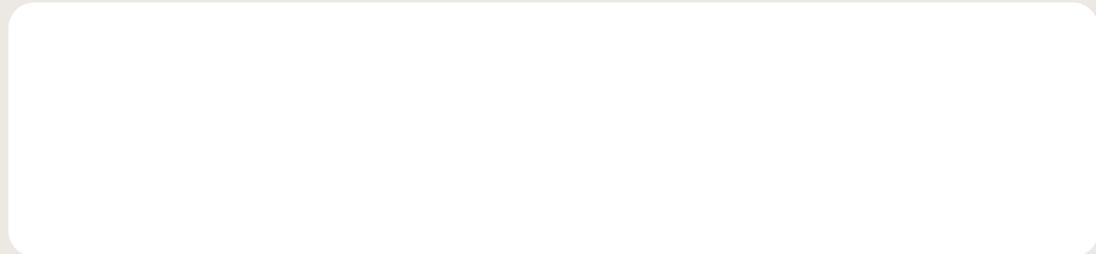
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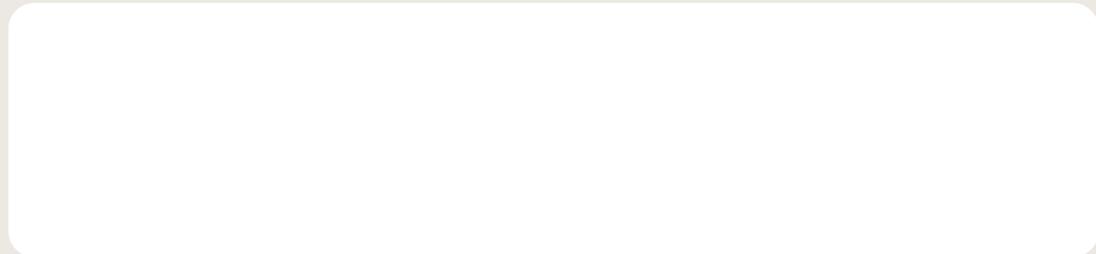
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Step 1: **Select (partner 1)**

Put a ✓ next to any of the following values that feel especially relevant or important to you in this chapter of your life. Reflect on your answers to the questions on the previous page for inspiration.

- | | | | |
|---------------------------------------|---------------------------------------|--|---|
| <input type="checkbox"/> Achievement | <input type="checkbox"/> Contribution | <input type="checkbox"/> Helping others | <input type="checkbox"/> Personal growth |
| <input type="checkbox"/> Adaptability | <input type="checkbox"/> Courage | <input type="checkbox"/> Home | <input type="checkbox"/> Purpose |
| <input type="checkbox"/> Adventure | <input type="checkbox"/> Creativity | <input type="checkbox"/> Honesty | <input type="checkbox"/> Relationships |
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Curiosity | <input type="checkbox"/> Humor | <input type="checkbox"/> Resilience |
| <input type="checkbox"/> Autonomy | <input type="checkbox"/> Discipline | <input type="checkbox"/> Independence | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Balance | <input type="checkbox"/> Education | <input type="checkbox"/> Integrity | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Boldness | <input type="checkbox"/> Engagement | <input type="checkbox"/> Joy | <input type="checkbox"/> Security |
| <input type="checkbox"/> Challenge | <input type="checkbox"/> Excellence | <input type="checkbox"/> Kindness | <input type="checkbox"/> Service |
| <input type="checkbox"/> Community | <input type="checkbox"/> Family | <input type="checkbox"/> Learning | <input type="checkbox"/> Spirituality/faith |
| <input type="checkbox"/> Competence | <input type="checkbox"/> Flexibility | <input type="checkbox"/> Legacy | <input type="checkbox"/> Stability |
| <input type="checkbox"/> Connection | <input type="checkbox"/> Freedom | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Success |
| <input type="checkbox"/> Contentment | <input type="checkbox"/> Friendship | <input type="checkbox"/> Meaningful work | <input type="checkbox"/> Travel |
| | <input type="checkbox"/> Fun | <input type="checkbox"/> Nature | <input type="checkbox"/> Wisdom |
| | <input type="checkbox"/> Generosity | <input type="checkbox"/> Open-mindedness | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> Gratitude | <input type="checkbox"/> Optimism | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> Health | <input type="checkbox"/> Optionality | <input type="checkbox"/> _____ |

Step 1: **Select (partner 2)**

Put a ✓ next to any of the following values that feel especially relevant or important to you in this chapter of your life. Reflect on your answers to the questions on the previous page for inspiration.

- | | | | |
|---------------------------------------|---------------------------------------|--|---|
| <input type="checkbox"/> Achievement | <input type="checkbox"/> Contribution | <input type="checkbox"/> Helping others | <input type="checkbox"/> Personal growth |
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Partner 1

Partner 2

Step 2: Prioritize

*Of the values you marked on the prior page, choose 3-5 that feel **most** essential. These are your core values.*

Partner 1

**On a scale of 1 to 10,
how closely does your
current reality align
with this value?**

**Explain your score.
Where is there alignment?
Where is there misalignment?**

Core Value

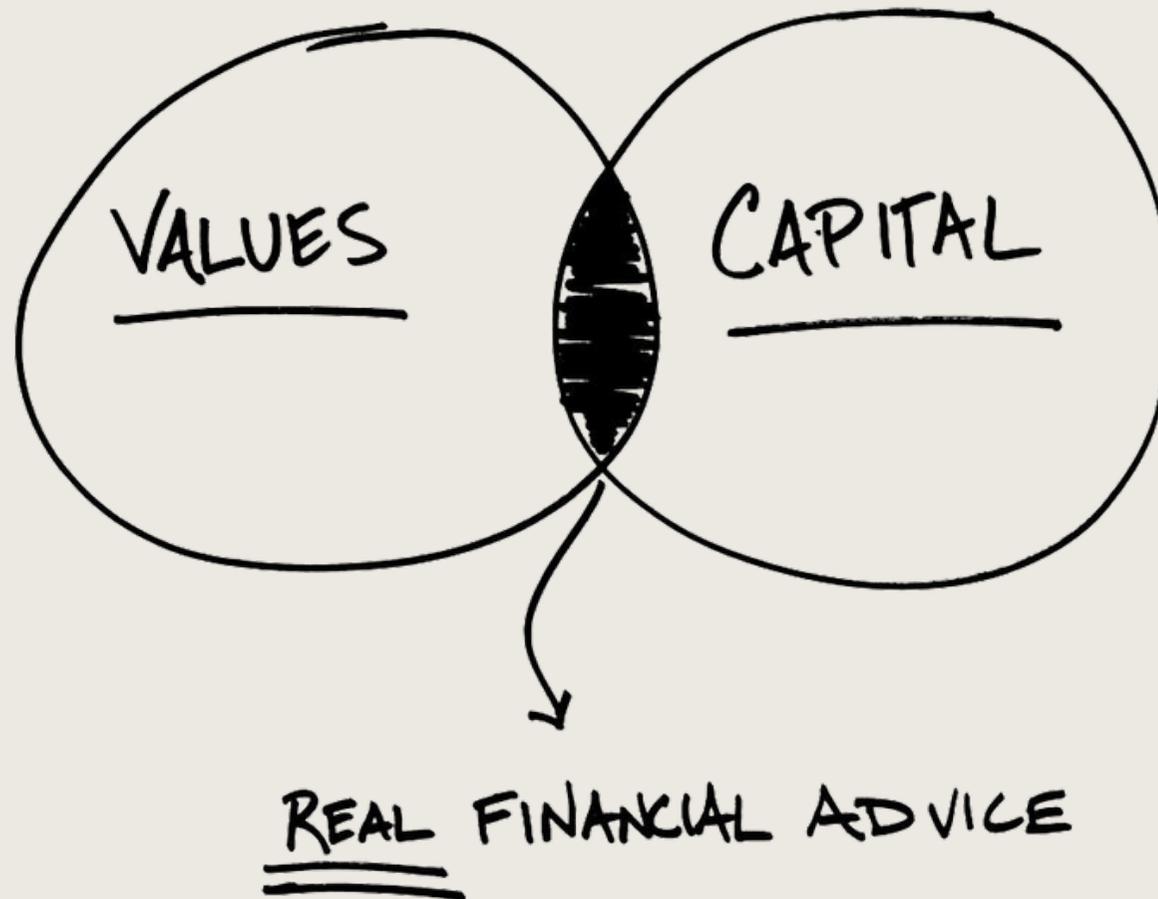
Partner 2

**On a scale of 1 to 10,
how closely does your
current reality align
with this value?**

**Explain your score.
Where is there alignment?
Where is there misalignment?**

Core Value

part two: purpose



Creating Your Statement of Financial Purpose

Now that you've identified and reflected upon your values, it's time to create your Statement of Financial Purpose.

A Statement of Financial Purpose is a concise and powerful distillation of the "why" behind your money. It serves as the foundation of your financial plan and a source of direction for all money-related decisions to come.

Your Statement of Financial Purpose should feel motivating, clarifying, and personally meaningful.

On the following page, you will find three prompts and a number of real-life examples.



BEHAVIOR | GAP

Prompts

Money's purpose in our lives is...

SoFP Example

Money's purpose in our lives is to feel secure and never be a burden on our children.

Money's purpose in our lives is to optimize for quality, consistent, and extraordinary time as a family.

Money's purpose in our lives is to enable opportunities for growth and to deepen our connection to the people we love.

What financial success means to us...

What financial success means to us-- working because we want to, not because we have to.

What financial success means to us-- investing in ourselves so that we may reach our full potential and give back along the way.

What financial success means to us-- not having to worry about money ever again. And the occasional trip to Europe!

True wealth is...

True wealth is time with family, mainly outside, and service to our community.

True wealth is a safe, comfortable home filled with laughter.

True wealth is experiences > things.

Value(s) Reflected

Security; independence; legacy

Family; connection

Personal growth; relationships; connection

Optionality; meaningful work

Excellence; contribution; helping others

Security; stability; travel

Family; nature; service

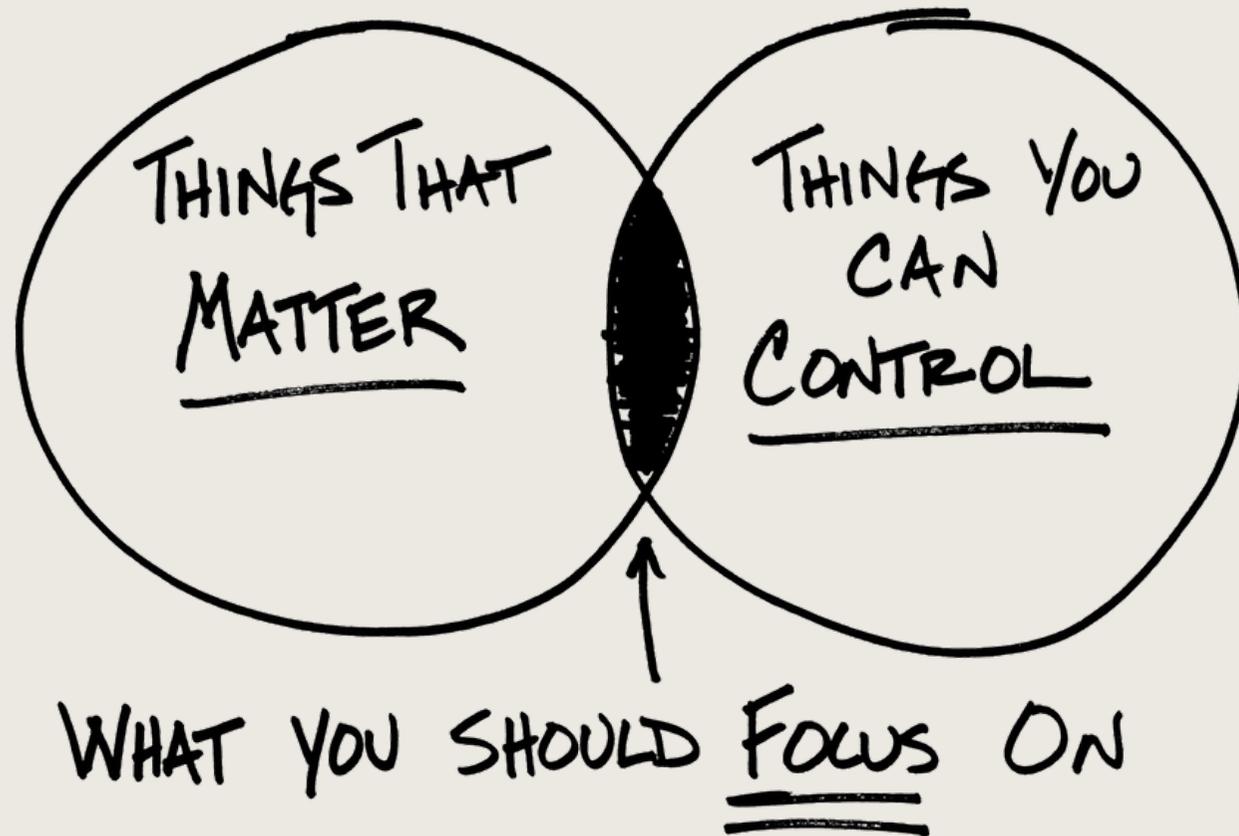
Home; joy

Adventure

Our Statement of Financial Purpose



part three: action



Statement of Financial Purpose

Partner One's Core Values

Partner Two's Core Values

What are some ways you might align your financial and life planning decisions with your core values and your Statement of Financial Purpose? These can be things you're already doing or goals you want to achieve. (see next page for examples)

Short-term (<5 years)

Long-term (>5 years)

Statement of Financial Purpose

Money's purpose in our lives is to enable opportunities for growth and to deepen our connection to the people we love.

Partner One's Core Values

Personal growth

Family

Connection

Security

Adventure

Partner Two's Core Values

Family

Security

Relationships

Joy

Courage

What are some ways you might align your financial and life planning decisions with your core values and your Statement of Financial Purpose? These can be things you're already doing or goals you want to achieve. (see next page for examples)

Short-term (<5 years)

Continue to visit National Parks with extended family at least once per year.

Prioritize balance, flexibility, and quality time with family over income potential.

Maintain sufficient cash reserves to cover any emergency and say "yes" to amazing opportunities that may arise.

Long-term (>5 years)

Get an adventure van!

Live abroad as a family when the kids are in high school.

Save enough to become an entrepreneur while minimizing financial risk to family.