



# Financial Purpose Workbook

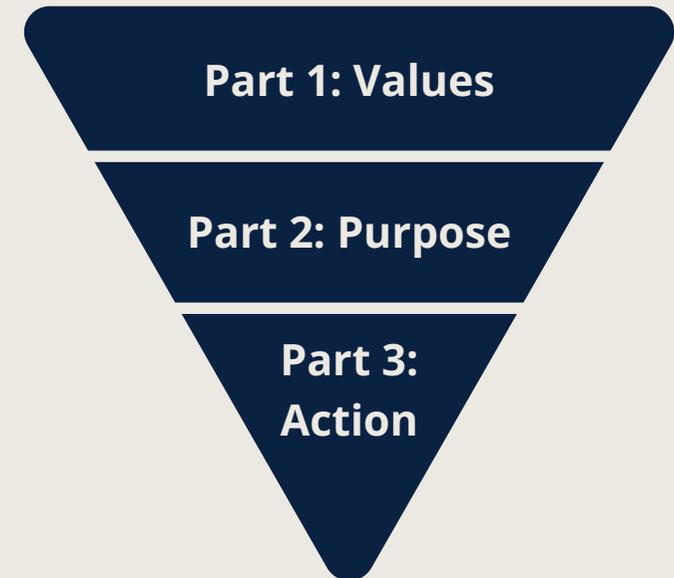
# what to expect

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.

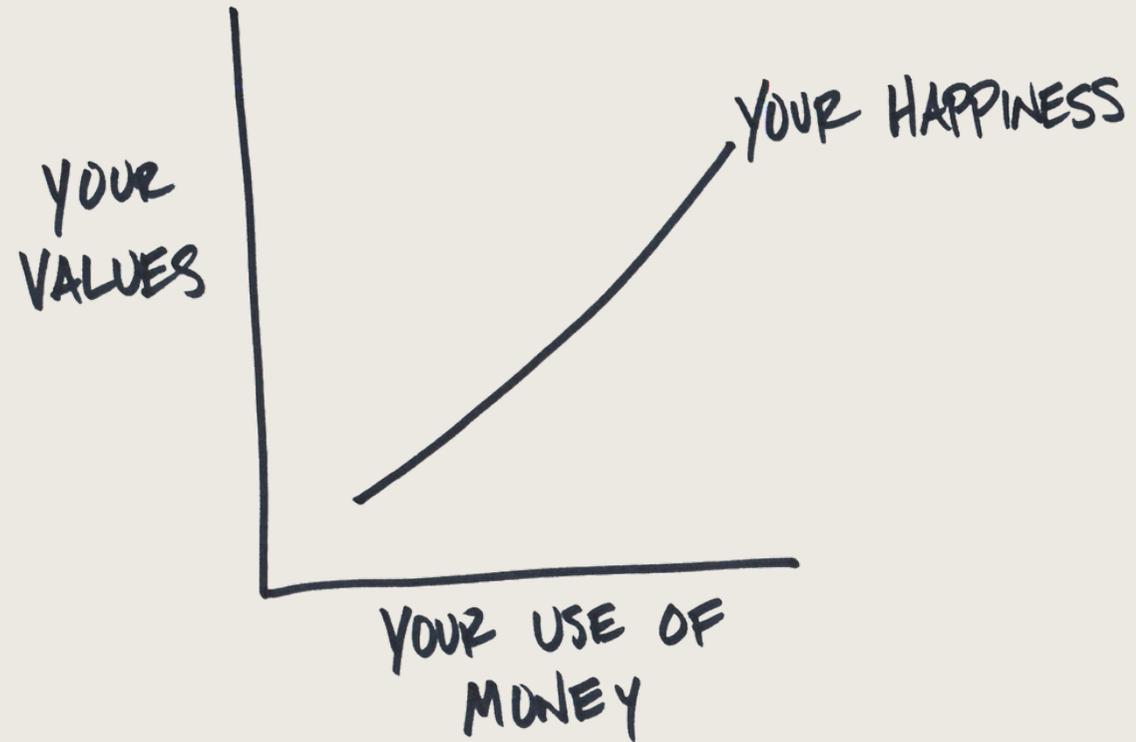
When money and purpose are in alignment, we are enabled to create lives that are wholly and uniquely our own. When they're not, we risk looking back on our time with regret and a sense of misplaced priorities.

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

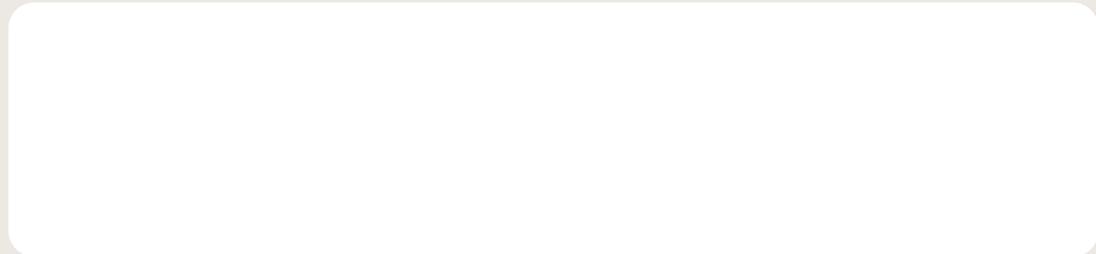
Describe your perfect day in vivid detail. Where are you? What are you doing? Who are you with?



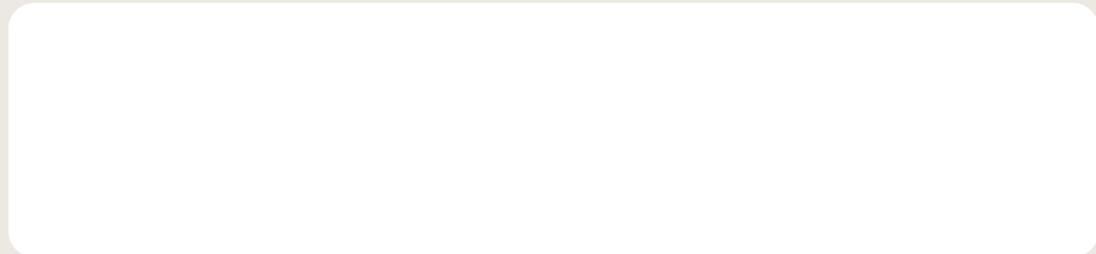
How do you define “success” in this chapter of your life?



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?



Step 1: **Select**

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 2: Prioritize

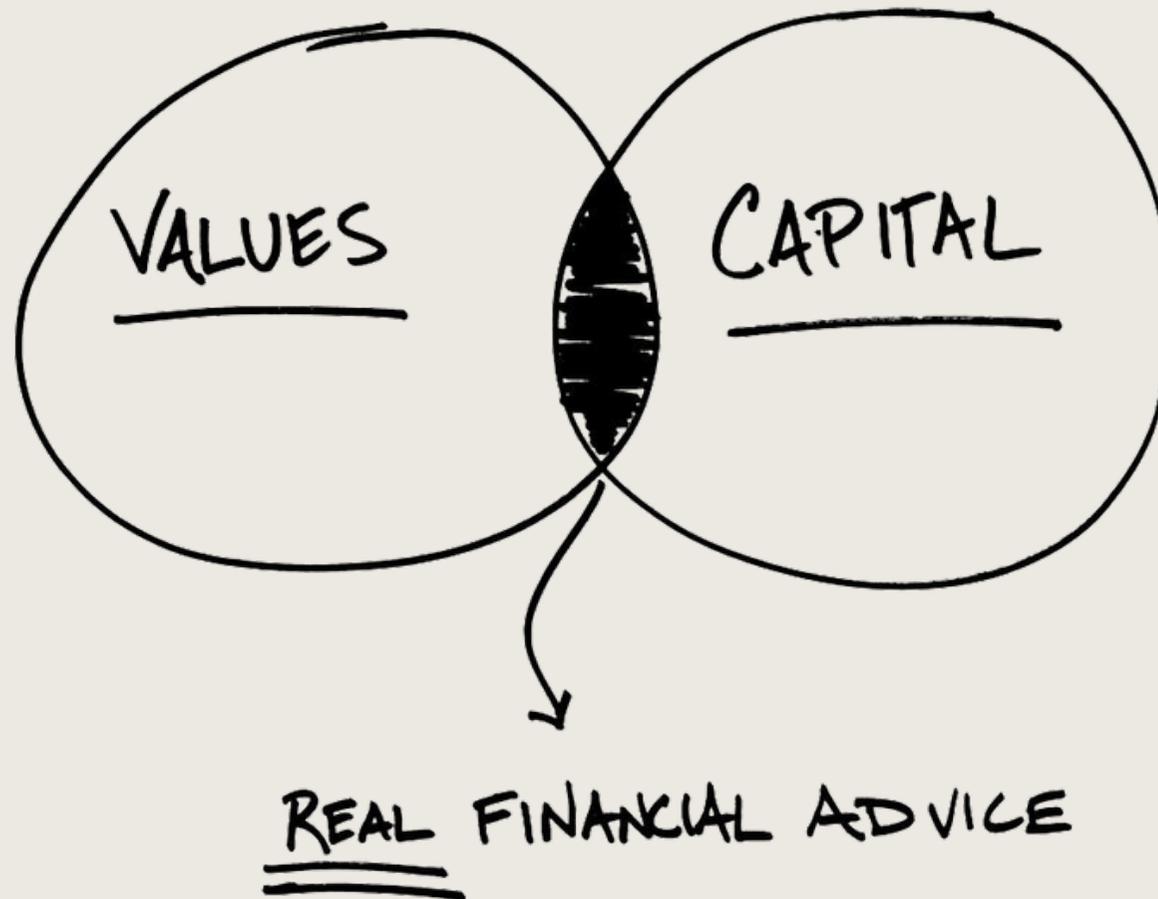
*Of the values you marked on the prior page, choose 3-5 that feel **most** essential. These are your core values.*

**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 my life is...*

## SoFP Example

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

Money's purpose in my life is to optimize for quality, consistent, and extraordinary time with my family.

Money's purpose in my life is to enable opportunities for personal growth and deepen my connection to the people I love.

*What financial success means to me...*

What financial success means to me-- working because I want to, not because I have to.

What financial success means to me-- investing in myself so that I may reach my full potential and giving back along the way.

What financial success means to me-- 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 my 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

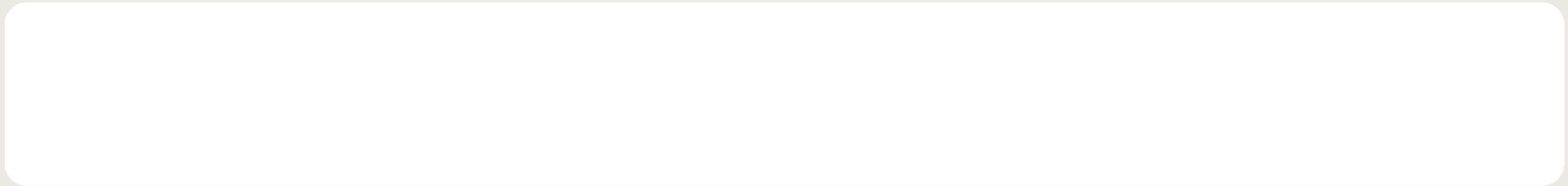
Security; stability; travel

Family; nature; service

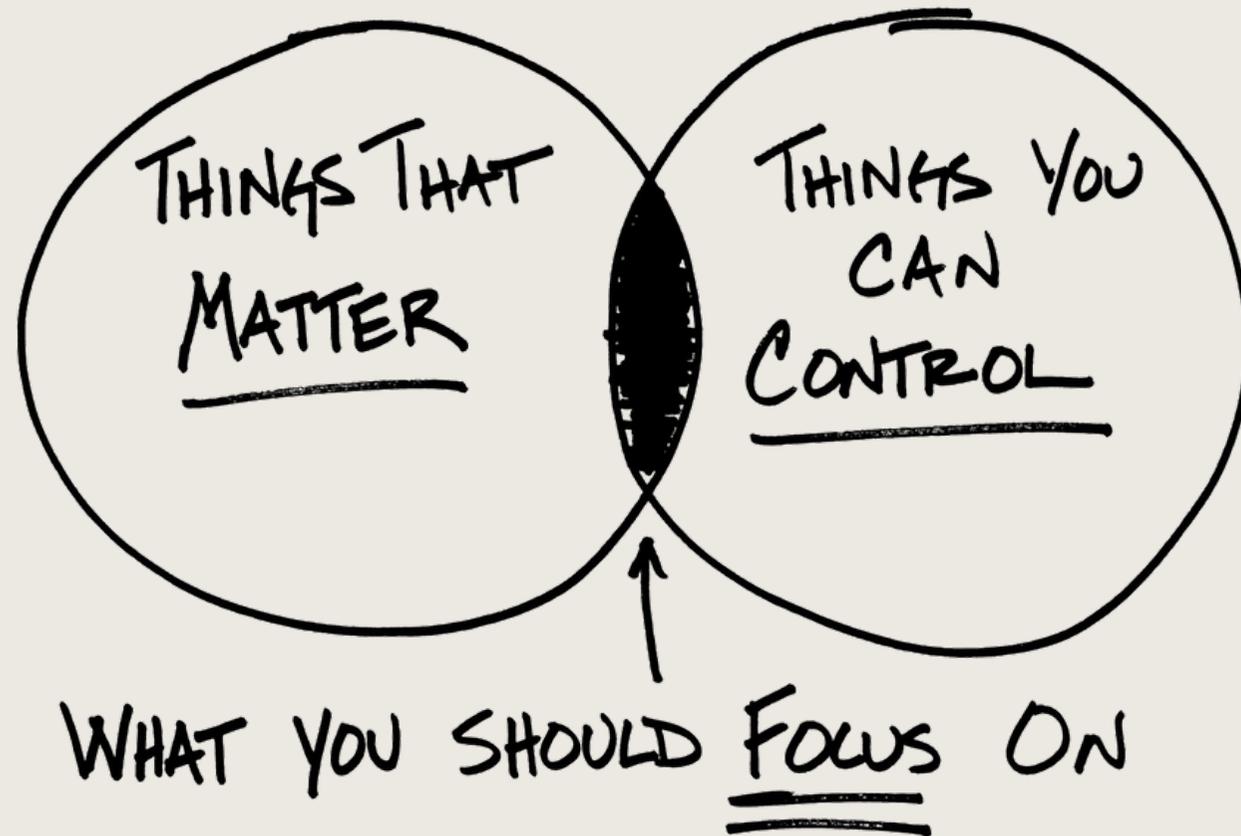
Home; joy

Adventure

## **My Statement of Financial Purpose**



## part three: action



## Statement of Financial Purpose

## 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 my life is to enable opportunities for personal growth and deepen my connection to the people I love.*

## Core Values

*Personal growth*

*Family*

*Connection*

*Security*

*Adventure*

**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.**

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.*