

  
 Oifig Fiontair Áitiúil  
 Local Enterprise Office  
 Let's talk business!

# CREATIVE GROWTH PROGRAMME



## My money, my business and me

**Building Financial Confidence**  
 Seminar for participants of LEO DLR  
 Creative Growth Programme

Delivered by **Money Coaching Ireland** in  
 collaboration with **MarketingCoach.ie**

July 7<sup>th</sup> 2021  
 © 2021 Money Coaching Ireland

 **MONEY COACHING IRELAND**  
 Value your future

  
 Oifig Fiontair Áitiúil  
 Local Enterprise Office

## Important Information



The material in this presentation is intended for educational and entertainment purposes only.

You are solely responsible for creating and implementing your own well-being, decisions, choices, actions and results arising from this workshop.

No responsibility is taken by Money Coaching Ireland for actions taken or not taken by individuals as a result of participating in this workshop.

We recommend that individuals seek specialist financial advice prior to making any significant financial decisions.

## About me & Money Coaching Irl



Married to Ciarán  
Mam to Róisín & James

Former Banker  
QFA & Accountant

Coach

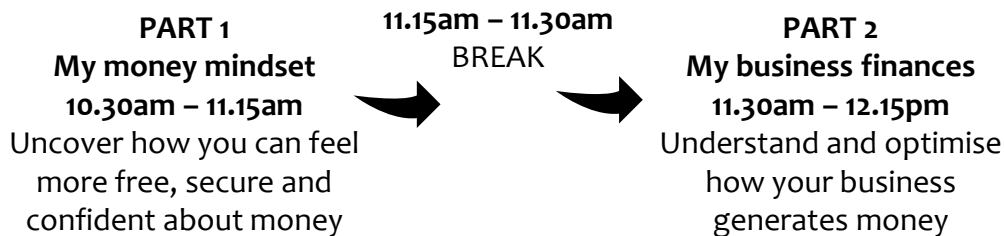
Founder Money Coaching Irl

Curious Optimist





## Seminar Structure



**Building Financial Confidence**

**Finance = Money Management**

# MONEY



Until you make the unconscious  
conscious, it will direct your life and  
you will call it fate.

- Carl Jung

## Aim of Part 1 & What We'll Cover



(a) Raise awareness of your current level of financial well-being

(b) Uncover how you can feel more free, secure and confident when it comes to money

1. Understanding Financial Well-Being
2. Awareness of Money Beliefs
3. Financial Well-Being Vision



## Financial Well-Being Defined



CCPC, 2018



US CFPB 2015

The extent to which someone is able to meet all their current commitments and needs comfortably and has the financial resilience to do so.

A state of being wherein a person

- can fully meet current and ongoing financial obligations
- can feel secure in their financial future
- is able to make choices that allow them to enjoy life

## Financial Well-Being Elements

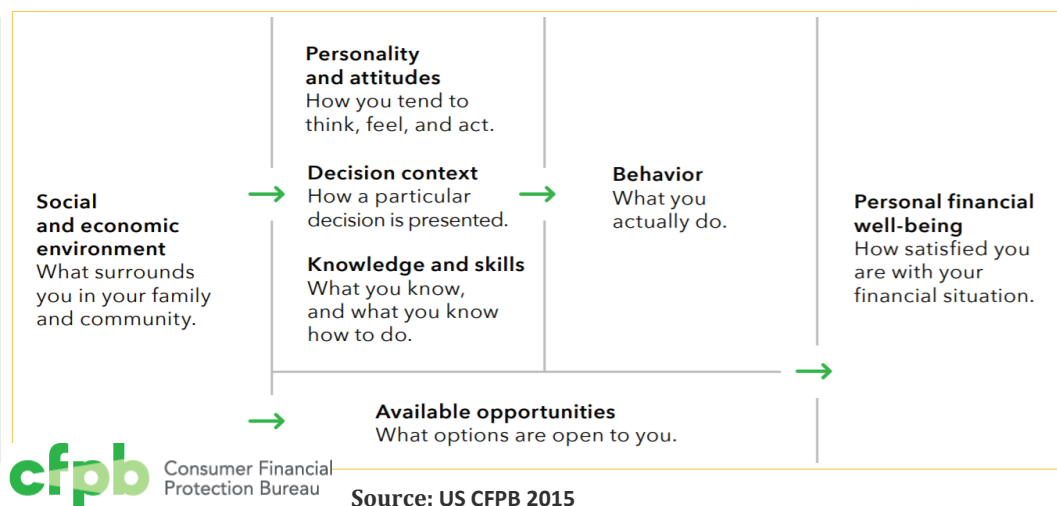


|                          | PRESENT                                              | FUTURE                                |
|--------------------------|------------------------------------------------------|---------------------------------------|
| <b>SECURITY</b>          | Control over your day-to-day/month-to-month finances | Capacity to absorb a financial shock  |
| <b>FREEDOM OF CHOICE</b> | Financial freedom to make choices to enjoy life      | On track to meet your financial goals |

Source - US CFPB 2015



## Factors influencing Financial Well-Being



## Your Personal Financial Situation



## Financial Well-Being Journey



**...wayfinding...**  
It's not just sails  
and knots, it's seeing where  
you're going in your mind.  
Knowing where you are  
by knowing where  
you've been.

# Maui

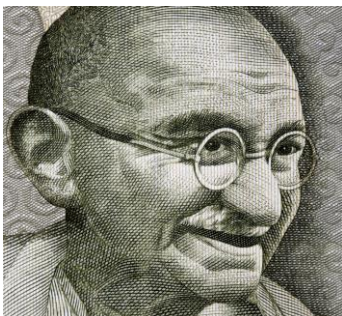




## Money Beliefs – the what?

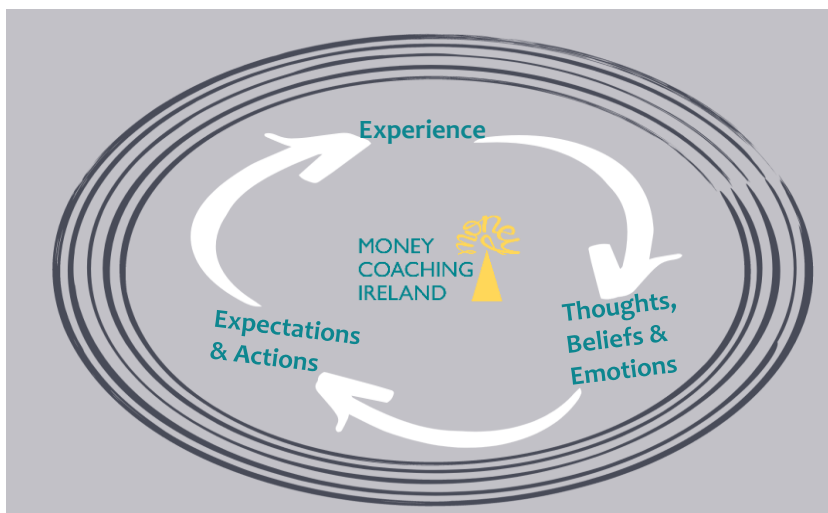


Thoughts we keep thinking about money that have been shaped by our experience  
 We may hold them as universal truths or true when it comes to our experience  
 Beliefs influence our actions and our experience



Your beliefs become your thoughts,  
 Your thoughts become your words,  
 Your words become your actions,  
 Your actions become your habits,  
 Your habits become your values,  
 Your values become your destiny.

## Why do Money Beliefs matter?



Money Beliefs  
 impact our  
 Financial  
 Well-Being

## Money Belief Examples



Money is hard to come by  
Money corrupts  
Money is the root of all evil

Money flows to me easily  
Money can be used with integrity  
Money can be used for good

Rich people are greedy

Rich people are successful

To want more money is unspiritual

Money and spirituality can co-exist

I don't deserve money  
I am terrible with money

I deserve money and abundance  
I am good with money

## Money Beliefs and Creativity



### Limiting Beliefs

- Creative people don't make much money
- Focusing on business goals doesn't leave much time for creativity
- You have to compromise on your values to become a successful business

### Alternate Beliefs

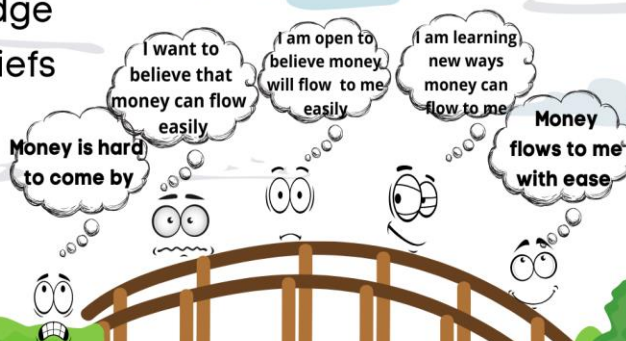
- Creative people can make a lot of money
- I can apply my creativity to how I grow my business
- Values driven businesses can be commercially successful

## Money Belief Exercise



1. Choose a limiting money belief that you would like to shift
2. Reflect on the experience(s) that informed this belief
3. Identify the emotion(s) that arise (sad, mad, glad, afraid)
4. What have you gained (positives) as a result of that experience?
5. If you can, say thank you to that experience, forgive and release it
6. Choose an alternate money belief that resonates and will better serve you

### The Belief Bridge for Money Beliefs



MONEY COACHING IRELAND  
Value your future.

## Dealing with Resistance



Try the following set of questions

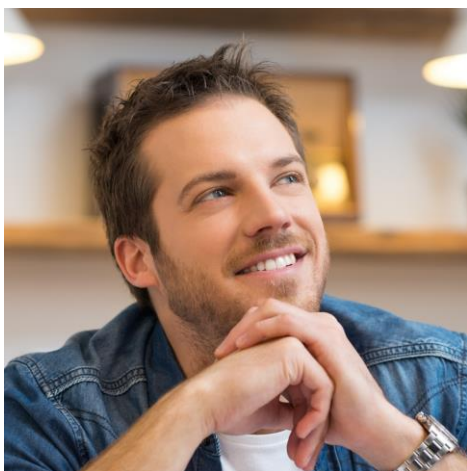
1. What is the worst thing that could happen if I do not hold on to this limiting belief?
2. What positive things might happen to me if I do not hold on to this limiting belief?
3. What would be an appropriate belief I could substitute for this limiting belief?
4. How would I feel if I substituted this new belief for my limiting belief?
5. What is keeping me from accepting this substitute or alternate belief?

Meditation, mindfulness, journaling, time in nature, exercise & other flow activities can all support you to open to and move forward with new beliefs that better serve you

**Be open, honest and compassionate with yourself.**

**And if you need to, talk to your GP or a therapist about your mental health.**

## Why have a vision?



Humans move in the direction of their images of the future.

The more positive and hopeful the image of the future, the more positive the present-day action.

***Anticipatory Principle, Appreciative Inquiry***

Source: Cooperrider, D.L., & Whitney, D. *A Positive Revolution in Change: Appreciative Inquiry*, 1999.



## Your Financial Well-Being Vision



Your score is an indication of the extent to which your financial situation and capability provide security and freedom



## Key Take-Aways – Part 1

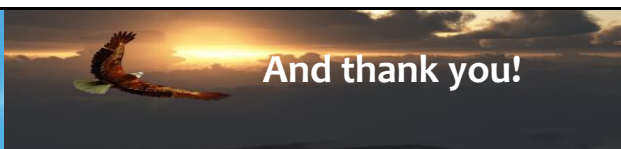


## My money, my business and me

Security  
and  
Freedom

Be aware  
of your  
Beliefs

Moving  
towards a  
Vision



See you  
at 11.30am  
for Part 2



**MONEY COACHING IRELAND**  
Value your future