



## Financial DNA® White Paper - Accelerate Your Life Purpose

"People who labor all their lives but have no purpose to direct every thought and impulse are wasting their time - even when hard at work." - Marcus Aurelius, Meditations (translated by Gregory Hayes).

Why do some people have a lack of clarity and consequently fail to make committed life and financial decisions? Why do so many people fail to reach their goals or their financial potential?

The key to reaching your goals is the ability to identify your life purpose and then live in alignment with it every day. Anecdotal evidence from our research and experience suggests that only 1% of the population ever achieve their goals. Those that are successful in reaching their goals are the ones who write down their life purpose. This gives them greater life and financial clarity to better prioritize their goals and from there make disciplined decisions based on that foundation.

In many ways, a significant source and driver of your life purpose comes from your naturally motivated behavioral style (natural talents). Understanding your natural talents is the best starting point for discovering who you are and defining your life purpose, and ultimately accelerates the financial planning process by enabling more committed decisions to be made. This is one of the key reasons why we have incorporated a unique profiling tool into our system that reveals natural behavior.

In discovering your life purpose and building a financial plan it is also important to identify your passions, unique gift and values. This is best done after gaining greater clarity of your natural behavior and considering how life experiences and education have moulded you.

Discovering your life purpose does involve some soul searching, however to help make it simpler we recommend a structured five step process that assists you to discover all of the key drivers of your life purpose.

The five steps are as follows:

1. **Talents** (natural behavior) - Identify your dominant behavioral talents that you were born with and which you can replicate without stress.
2. **Passion** - Why do you do what you do? What gets you out of bed each day?
3. **Unique Gift** - What are you the best in the world at? Your Unique Gift is the combination of your Talents and Passion.
4. **Values** - What are the values that govern your life decision-making? Identify the overriding principles that make up your values.
5. **Life Purpose** - This is the core framework/principle that will govern your major life AND financial decisions. Your Life Purpose is the combination of your Unique Gift and Core Values.

For more insight into this topic, please refer to Chapter 10 of Hugh Massie's book "Financial DNA: Discovering Your Unique Financial Personality for a Quality Life".

Financial DNA Resources has developed wealth mentoring programs that incorporate our profiling tools to assist you in discovering your life purpose. However, you will have the best experience by being facilitated by one of our Certified Wealth Mentors. If you are interested in finding out more about the Financial DNA® Discovery Process, please contact us at [enquiries@financialdna.biz](mailto:enquiries@financialdna.biz).