



Financial DNA® White Paper - Living Your Values

"Character is that which reveals moral purpose, exposing the class of things a man chooses or avoids." - Aristotle

In order to understand where you are going (in life and financially), you first need to understand who you are. And in order to understand who you are, you need to understand where you came from. Your values, education and environment all interplay in a complicated way to determine your financial personality, and understanding the impact of these influences is key to the self-discovery process.

Whether you are aware of it or not, your values are a very important part of what drives your day-to-day decision-making. However, many people go through life purporting to have certain values yet these values do not correlate with the way they live their lives. How many people say they value family but spend little quality time with their children? How many claim independence as a high priority and then work in a job that is more like a prison sentence? In cases like these, it may be that they are not acknowledging or recognizing their true values. Or it may be that they are not really living their lives in accordance with their values.

Uncovering your values is an important step in the financial planning process as it helps define the framework by which you make decisions and go about achieving your goals. It becomes especially important for a couple who may have different, even conflicting values. If a person's financial plan is not aligned with their values, there will be discontent when the goals that get achieved do not reconcile with what the person really wants out of life. Admittedly defining your values is often hard to do, but when done truthfully and openly upfront, the whole financial planning and implementation process is truly unlocked.

The first step in our process for uncovering your values is to take the Financial DNA® Path 4 and 6 profiles, which reveal what you will more naturally value based on how you see the world, i.e. your outlook towards people, relationships, lifestyle, philanthropy or setting competitive goals.

The next discovery step in this area is the Financial DNA® Values Appraisal (one of the CompleteINSIGHT Appraisals available to our Certified Wealth Mentors), which then helps you to prioritize the myriad of activities in your life to a few essential functions. This is an excellent way to really discover what you value most in life and ultimately provide financial clarity.

The following are the kinds of subjects that you are forced to consider while doing the Values Appraisal:

- What is important to you - relationships, wealth, achievement, religion/spirituality, socializing, politics, health, leisure, business?
- How you identify success? For example:
 - Saving for my children's education is very important to me.



- If I knew the meaning of life, I would be able to plan my finances more effectively.
- Investing is only about making money.
- How do the above statements and your corresponding feelings reflect your values?
- Imagine you can overhear people speaking at your funeral. The people to whom you are listening are from your work, your social circle and your family. What do you hear them saying? But more importantly, what do you wish they were saying, and how do you become the kind of person about whom they would say such things. What actions can you take in your life to ensure your legacy?

Are you working within your values? Not sure? Here's one question that will lead you to the truest answer: If you had 10 times the salary you have currently, would you keep working?

The information that is obtained from this appraisal is very powerful. Knowing that the plan has been designed with your core values as a starting point, ensures that you are more committed to it and therefore on track to achieve your financial goals.

For more insight into this topic, please refer to Chapter 9 of Hugh Massie's book "[Financial DNA® - Discovering Your Unique Financial Personality for a Quality Life](#)".

If you are interested in finding out more about the Financial DNA® Discovery Process, please contact us at inquiries@financialdna.com.