



## Financial DNA® White Paper - Uncover Your Passion for a Quality Life

*“Passion ignites every chamber of our being. We are beholden to our senses for that electrifying experience.” – John D. Rockefeller*

No one can deny the power of someone being passionate about something. We have all witnessed the all-consuming, potentially irrational attitude that is associated with a person pursuing their passion, whether it is their business, a religion, a sporting activity or the latest addition to the family.

But what relevance does understanding your passion have to your financial plan?

Passion is what gets you going. It provides vitality. Passion sustains you in the face of failure. It provides endurance to the purpose for your life.

Some people are driven by singular passions that define their entire lives. Others jump from project to project trying to find what might make them rich. Still others find themselves consumed by lives of bills and errands, kids and commitments, with never a moment to think about what they really want out of life. But even for these people, passions exist. They could be bubbling just under the surface waiting to be released. Unrealized or simply unrecognized, buried passions sap us of energy.

Uncovering your passion and then finding ways to incorporate that passion into your everyday life can be a difficult process. It can also be invigorating. Living with passion covers every aspect of your life so that even the most mundane acts become flushed with purpose. You'll find you are more efficient as you work toward the times that light you up. Chores, errands, appointments – everything becomes streamlined out of necessity. The necessity of passion.

If you are not doing what you enjoy, what you are truly passionate about, you won't be doing it for long or it will become less fulfilling and you will do it poorly. You need purpose and passion to stick with a plan when the going gets tough.

This is why understanding your passion is a fundamental part of the process of developing your financial plan. If you don't know what drives and motivates you, how can you manage your financial resources appropriately? Knowing that your financial goals and strategies are tied in some way to your passion makes the implementation and commitment to the financial plan much easier.

The Financial DNA® Passion and Vision Appraisal (a CompleteINSIGHT Appraisal) contains a series of questions designed to help you identify:

- Your personal definition of passion
- What really drives you in your life
- What careers line up with your passions
- What sort of legacy do you want to leave behind
- What activities energize you and spur you on
- What subjects inspire you

This information can then be used to build or amend your financial plan, to ensure 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 10 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](mailto:inquiries@financialdna.com)