

Aspire For Excellence Foundation

Personal Financial Management: What
to do in a depressed economy

Recap: Preparing for a Post COVID-19 world - the new normal

Welcome to a **VUCA** world

Facts and figures about the **impact** of **COVID-19**

The first law of **LIFE** : **Self preservation**

Personal discipline and adaptability

Welcome to the **NEW NORMAL**: Exploring new opportunities (Be creative/Innovative)



What is personal financial management?

PFM (Personal Financial Management) is the process whereby an individual regularly assesses his/her financial situation/resources in order to meet one's financial goals. It may include such activities such as income generation, spending, saving, investing, and protection

- **Networth = Sum of Assets – Sum of Liabilities**

What is a depressed economy?

- Depression can also be defined as a severe and prolonged recession. A recession is a situation of declining economic activity. Declining economic activity is characterized by falling output and employment levels. Generally, when an economy continues to suffer recession for two or more quarters, it is called depression.



Characteristics of a depressed economy

- Substantial increase in Unemployment
- Sustained asset price volatility and falling currency values
- Bankruptcies
- Sovereign debt defaults
- Reduced trade and global commerce
- Bear market in stock
- Increased cost of living
- Low spending
- Inflation



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Unlearning negative personal financial habits

1. Overnight & not having ENOUGH mentality: Get rich quick schemes
2. The twin killers : Waste & Haste (Impulse and emotional purchases)
3. Avoid Parkinson's law: Expenses always rise to meet Income
4. Avoid Debt: Except for income generation asset
5. Avoid the POVERTY CYCLE: Earn money + Spend it all on BILLS
6. Not setting aside emergency funds/Rainy day funds
7. Bad financial adviser or No accountability partner

Relearning positive financial habits

1. Develop a wealth oriented mindset: You are the only one holding you back
2. Set your written Financial Goal and Plan: 3-5-10 YEARS from now
3. Stick to your budget: 70-20-10 or 50% (NEEDS)-30% (WANTS)-20% (SAVINGS/DEBT)
4. Delay gratification : Build your discipline muscles
5. Track your expenses regularly
6. Investigate before you invest
7. Build social capital: Connections and Influence propel

Starting your personal financial freedom journey

1. **Learn to earn** : Invest in yourself first and continually
2. **Work now & be the best at it** 
3. **Pay yourself first** : Save/Invest a percentage of your monthly income
4. **Wealth** = Financial Intelligence + Financial Planning + Financial Discipline
5. **Wealth Creation Trinity** = Capital Market - Real Estate - Job/Business
6. **Build for the long term**: It takes time to grow wealth
7. **Net worth**  = Getting additional income + Reducing expenses
8. **Discover & develop your gifts/talents/potential.**

Feedback Session

Ibukun experience narration



November webinar series : Personal productivity tools for everyday life



The graphic features a smiling man in a suit on the left, framed by purple and orange circles. The background is yellow and white with decorative wavy lines and circles. The text is centered and uses a mix of purple and black fonts.

Aspire for Excellence Seminar Series
Presents

Personal Productivity Tools for Everyday Life

- Do you know you can do more with little or no money?
- Do you know that covid19 should not stop you from achieving your life and career goals?
- And do you know the power your mobile phone offers you?

Join our Webinar

📅 Saturday, 21st November, 2020
to empower yourself and become more productive.