

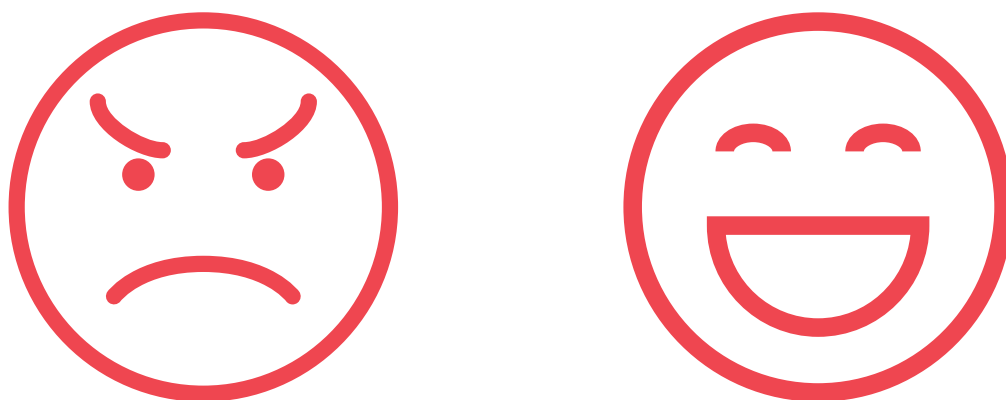
# Guide

## Emotions and Money



## Your Emotions: The Unspoken Language of Your Finances

Emotions aren't just fleeting feelings; they're powerful messages, signals urging us to act. They're the cues that reveal our underlying thoughts. When faced with life's inevitable ups and downs—a disappointing test score, a family disagreement, a frustrating traffic incident—an emotional trigger ignites. But here's the crucial point: we, uniquely among all creatures, possess the ability to **choose how we respond** to these emotions. We can create a pause between feeling and reaction, allowing us to make conscious, deliberate choices. This, of course, is a skill that strengthens with practice, becoming more challenging when we default to impulsive reactions.



Consider this: two individuals, Person A and Person B, both experiences being cut off in traffic. Person A erupts in anger, interpreting the action as a personal affront. Person B, however, takes a deep breath, feeling relief that an accident was avoided, and considers the possibility of an emergency or a simple oversight. Same event, vastly different reactions, stemming from a similar initial emotion. This exemplifies our remarkable capacity to assign meaning to our emotions. A flat tire might evoke worry, but the subsequent feelings—confidence or anxiety—depend on our individual assessment of the situation. Our emotions not only shape our immediate choices but also influence our long-term financial behaviours. Seeking comfort in shopping when sad or celebrating with purchases when happy are prime examples.

# Deciphering Your Money Mindset: A Personal Assessment

Our emotional responses extend beyond isolated incidents to encompass our overall relationship with money. To understand this, let's engage in a brief self-assessment. Take a moment to evaluate the statements provided, rating them on a scale of 1 to 3, where 1 indicates complete disagreement, 2 signifies partial agreement, and 3 reflects full agreement. Tally your scores for both the positive and negative statements. Which side prevails? Do you lean towards a positive or negative perception of money?

Regardless of your current mindset, you have the power to reshape it. To cultivate a money mindset that aligns with your financial aspirations, we must delve deeper. Close your eyes and reflect on your feelings when making, spending, or losing money. What physical sensations arise? What internal dialogue unfolds? What recurring conflicts surface in your interactions with others regarding finances?

Let's focus on the experience of making money. Consider these questions:

1. How do you feel when you make money?
2. Why do you think you feel that way?
3. Why is that feeling important to you?
4. Where do you believe that belief originated?
5. Why do you continue to hold that belief?
6. How does this belief serve you in your life?
7. How does it hinder you?



# Unravelling the Origins of Your Money Beliefs

Our money mindsets are not formed in a vacuum. They are often deeply rooted in our upbringing, influenced by the beliefs, values, and behaviours of our parents and families. During our formative years, our brains are highly malleable, easily absorbing the messages conveyed by our environment. By the age of seven, we have typically internalised a complex set of beliefs about money, some of which may be limiting.

Consider the adult who impulsively spends, rebelling against a childhood of frugality, or the individual who subconsciously avoids surpassing a parent's financial success. These examples illustrate the lasting impact of early influences. Reflect on your parents' relationship with money. Did they struggle financially? Did they enjoy financial abundance? What did they say and how did they behave around money?

## Actionable Steps for Transformation

- List the common beliefs about money you heard growing up.
- For each belief, determine whether you still hold it and whether it aligns with your desired financial future.

Now, let's shift our focus to your financial aspirations. What do you truly want to achieve? By understanding the emotional undercurrents that shape your financial decisions, you can begin to rewrite your money story and create a future of abundance.

