

It is your attitude to money
that will determine your future!

Paul Gordon

Co-author, Spenditude;

Principal, smartMonday by Aon

Spenditude



SPENDER

Having fun

Transactional

Have it - spend it

Don't have it - borrow it



SLENDER

On the treadmill

Stressed about money

Spend = guilty

Sometimes focused



DEFENDER

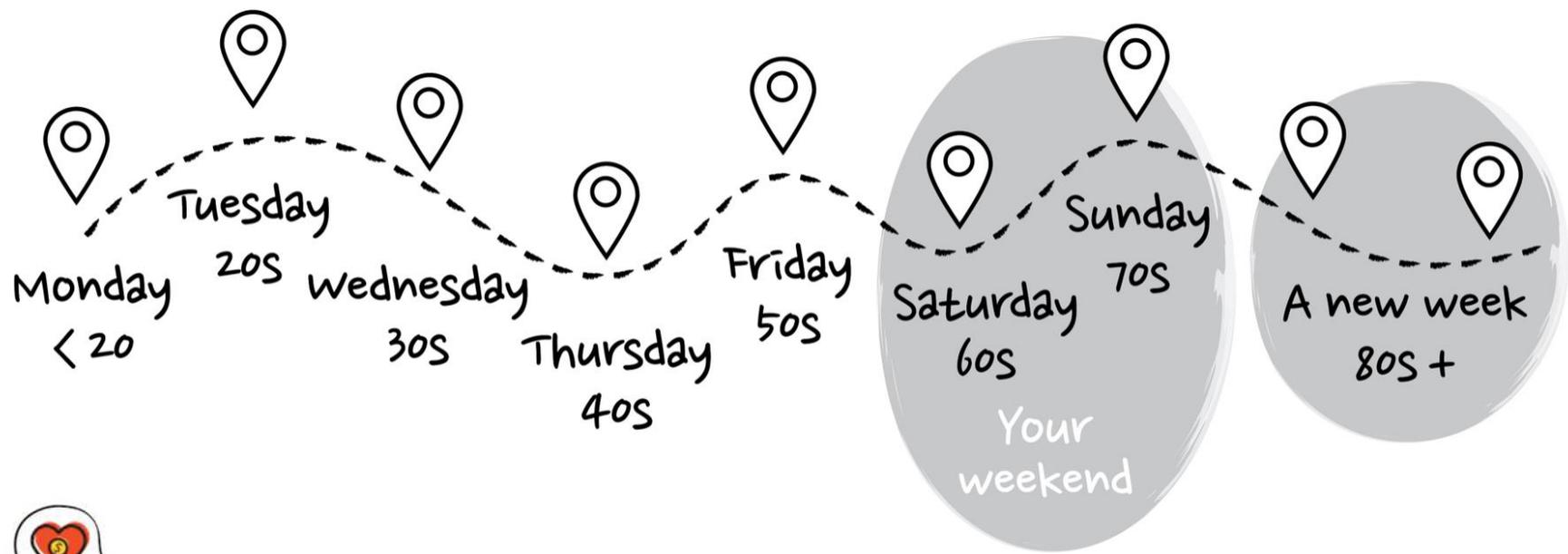
Value lens

Delay gratification

Hate waste

Financial independence



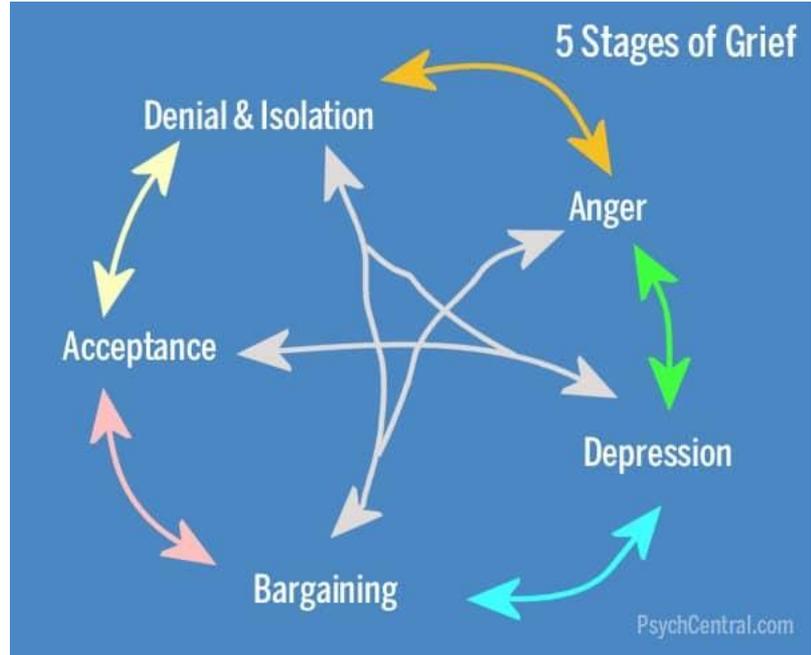


SLIDO QUESTION

What are
Friday's
thinking now?



5 stages of grief – on rotation



The hierarchy of stress

*(with apologies to
Maslow)*



Control

Money

Job, Income

Expenses, Debt, Investments

Fear of the unknown

Safety and personal health, family & loved
ones, baseline mental health

The first half of life is devoted to forming a healthy ego,

the second half is letting go of it.

Carl Jung



SLIDO QUESTION

Hardship
Conversations:
Who cares for the
Advisers?

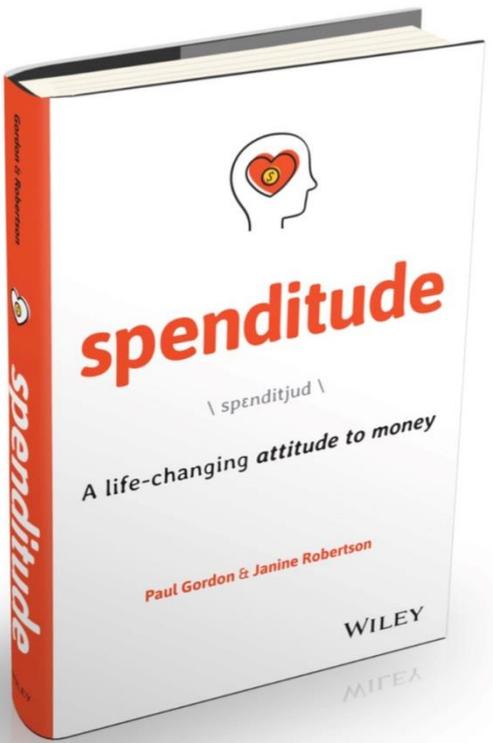


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~~Retirement~~



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