

MONEYLiFE™

DIGITAL PSYCHOMETRIC PERSONALITY PROFILING

- Why do smart people get into debt?
- What does money mean to you?
- How do you make your money decisions?
- Why do many couples fight over money matters?
- How can you change your relationship with money?

MONEY – to some people, it is only a medium of exchange. Yet to others, it is a symbol of power, pleasure or even as a tool to enhance relationships. Some people fuss over it, others avoid thinking too hard about it or planning for their future with it.



Our relationship with money really tells us a lot of about how we look at life. Thus, understanding how we think and feel about money can be the start of an exciting journey of self-discovery and even personal transformation. This is why MoneyLiFE™ is built.

MoneyLiFE™ is also a tool that will help individuals, practitioners (e.g. counsellors, financial coaches and planners); and organisations (e.g. human resource, family life, educational or religious institutions) add value to people they serve and create meaningful conversations.

Whether you are an individual, a practitioner or an executive representing an organisation or movement, you are welcome to begin an exciting journey with us today!

HOW DOES MONEYLiFE™ WORK?

MoneyLiFE™ is a proprietary web-based profiling system based on many years of expertise in psychological assessments and financial life coaching. Through a unique psychologically based way of questioning. In a nutshell, the **types** are:



ADVENTURERS

People who have the propensity to take risks



NESTERS

People who have the propensity to save



MANAGERS

People who have the propensity to manage



INFLUENCERS

People who have the propensity to give



HUNTERS

People who have the propensity to spend

There is no one **type** of personality which is superior or preferred to the other. Each one has its own potential strengths and pitfalls. Neither is any person 100 per cent of a specific personality **type**. To explain the specific diversities of 'financial psychology', each of these **types** in turn refined by six 'dimensions' of a person's thoughts and feelings towards money. These are:

- **ATTITUDE**
- **LIFESTYLE**
- **RELATIONSHIPS**
- **SOCIAL RESPONSIBILITY**
- **SECURITY**
- **IDENTITY**

Therefore, the permutations of profiles can be significant which is far better than 'pigeon-holing' people into broad categories. When 'self-knowledge' of individual financial psychology is available, the journey towards financial wellness becomes more meaningful. Whether MoneyLiFE™ is used in a personal or inter-personal setting (like financial counselling, coaching or planning), there is value in understanding what goes on in the minds and hearts of people concerning money.

WHO SHOULD USE MONEYLiFE™?

- Financial Services Organisations (e.g. financial consultants, agents, planners)
- Business Enterprises (e.g. human resource, recruitment, headhunters)
- Social Service Organisations (e.g. counsellors)
- Educational institutions (e.g. schools, colleges, universities)
- Religious Institutions (e.g. mosques, churches, temples)
- Uniform Groups (e.g. military, police, civil defence)

BENEFITS

MoneyLiFE™ can be an extremely useful tool in a variety of situation including:

- **FINANCIAL SERVICES ORGANISATIONS**

According to the Edelman Trust Barometer 2018, financial services are ranked the lowest among all other industries in terms of public trust. MoneyLiFE™ helps to bridge the 'Trust Gap' between the prospects or client and a practitioner by:

- Shorten the getting-to-know you process
- Create connections more quickly
- Assist in speaking the 'psychological' language of a client
- Focus on key issues
- Become better and more complete in the know-your-client process
- Bridges the 'Trust Gap' and builds trust

- **BUSINESS ORGANISATIONS**

Human resource management (recruitment, selection, employees' benefits) - Amidst the battery of psychological assessments often administered by companies in recruitment and selection, there is hardly a tool available that can help assess the motivations of a staff concerning money. Yet, concerns about money often determine the level of productivity among employees. Moreover, in the competition for talent, companies are having to find innovative ways to recruit and retain staff.

- **SOCIAL SERVICE ORGANISATIONS**

Social Service professionals will often admit that a large percentage of people they counsel often have issues with money. Yet, conversations surrounding money are never easy to approach. As people often express the way they think and feel about life through how they use money, knowledge of a client's financial psychology through MoneyLiFE™ and even simple ideas and strategies available present an opportunity to get beyond superficial change to more lasting transformation.

Statistics have often suggested that money matters can become big issues in marriages - sometimes even ending in divorce when disagreements escalate beyond redemption. It is not easy for two people who hold different views towards money try to live together and make it work. Even when psychological tools are used for pre-marriage or marriage programs, the money issue is often glazed through. MoneyLiFE™ becomes a valuable tool to promote understanding in a couple's relationship thus avoiding unnecessary marital conflict.

- **EDUCATIONAL INSTITUTIONS**

While educational institutions often prepare students to be work-ready, it often lacks in preparing them to be life-ready. Financial literacy programs often delve into the mechanics of money management bypassing an all-important aspect self-knowledge - how people think and feel about money in the first place. MoneyLiFE™ does not replace financial literacy programs, it enhances these programs to help students understand their money motivations and preferences.

- **RELIGIOUS ORGANISATIONS**

There are well-known sayings like 'the love of money is a root to all kinds of evil' and 'where your treasure is, there your heart will be also'. These are religious teachings which can go a long way in shaping a person's 'worldview' towards money. But what worldview a person hold in the very place can be the key to transforming his/her way of thinking. MoneyLiFE™ offers an a moral assessment of a person's worldview - his/her thoughts and feelings towards money and suggests strategies for transformation.



MEET THE DEVELOPERS

MoneyLiFE™ Personality Profiling is the brainchild of a winning partnership between two industry experts in the fields of psychology and financial services – **Dr. Danny Ng** and **Bernard Lim**. With a combined expertise of more than 50 years in psychological and financial counselling, planning and coaching between them; they discovered that not many people understand enough about the way they think and feel about money. Moreover, many practitioners in the fields of counselling, coaching and planning (especially financial services) were making recommendations overlooking the psychological make-up (thoughts and feelings) of their clients.

The missing link was a tool that would help put the ‘cart before the horse’ – getting to know a client’s thoughts and feelings before anything else. Hence after many months of discussion, development and testing, the MoneyLiFE™ Personality Profile was born. Here is more about the co-developers:



DR. DANNY NG is a clinical psychologist in private practice and is the Clinical Director of Renovaré Pte Ltd; an organization that serves to provide holistic care and counselling to the community by promoting authentic growth in people and relationships. In his clinical work, he is also involved in the research in the impact and effects of technology on the individual, family system and society. He is a published researcher and sits on several advisory boards relating to counselling.

Apart from his clinical practice for more than 30 years, he is actively involved in promoting holistic counselling since 1993; where the practice of counselling must go beyond clinically competency. He is the founder of Family Connexion, a non-profit organisation whose focus lies in promoting a greater bonding and deepening of relationships between people, especially within the family.

Dr. Ng speaks at many seminars, conferences, and chairs the WCCA (Wholistic Christian Counselling in Asia – since 2004) conference, organised by Family Connexion. He is also a clinical supervisor to several agencies and institutions and acts as a resource person to the media and extends member care support to mission organisations.



BERNARD LIM CFP® CSFE® AFCouns® is Chief Executive of Wealth College (division of Wealth Hub Pte Ltd). With about 30 years of experience in the financial services industry, he has extensive experience in training and coaching practitioners in counselling and financial planning all over the world. To date, more than 10,000 practitioners have been trained through his highly practical and engaging sessions.

He has designed and delivered highly-rated courses ranging from broad-based financial education and counselling to specialized subjects like estate planning. His L.i.F.E. - Living in Financial Excellence® Program have received rave reviews from attendees around the world including the well-respected Personal Finance Employee Education Foundation (US). His financial counselling programs have been extremely well-received by the civil service while his Estate & Legacy planning training has reached financial service professionals through banks, insurers and independent financial advisers consistently achieving more than 90% rating in attendee feedback.

Bernard is also in constant demand for speaking engagements through private & public organisations and professional bodies around the world – from Jakarta, Taipei, Dubai to Vancouver. He is adjunct of the Singapore Management University’s Financial Training Institute and a certified transformational life coach. He has also been interviewed on the Business Times, the Straits Times, Radio CNA938 and Channel 5’s Common Cents. He is a member of the Association for Financial Counselling & Planning Education (US) and the founder & president of the FinCARE® (Financial Counselling, Aid & Resilience Education) – a community services initiative of the financial services industry.

PARTNERSHIP | CONSULTATION

The basis for creating a financial wellness journey is not about just knowing

- > Who you are (Self-Knowledge)
- > Where You Are (Current Position)
- > Where You Want to Be (Goal-Setting)
- > How you are going to get there (Planning)

Having engaged thousands of people over the years of practice in counselling and financial planning, we are fully convinced that awareness comes before change. MoneyLiFE™ was developed to serve this purpose - helping people understand their **'financial psychology'**.



Need assistance on how MoneyLiFE™ can add value to your professional practice, your organisation or movement?



Send a text message via whatsapp to +65 98629012 open from 09:00 to 17:00 hours, Mondays to Fridays except public holidays in Singapore. Please include the following:

- Name of person
- Name of organisation
- Email address
- Brief description of enquiry

Alternatively, you may use the Contact Form on www.fincareglobal.com



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