



# Money and Your Emotions

Your emotional relationship with money is one of the strongest drivers when it comes to making financial decisions. Being aware of your emotions when dealing with money, will empower you to "pause, *think* and decide", rather than simply react to your feelings.

## Exercise

Use the Emotion Wheel to:

1. Identify the emotions you experience when considering the below questions/statements.
2. Evaluate whether or not it is beneficial to react in the way that you usually do.

## Questions and Statements

What is your earliest / most vivid memory of money?

I don't mind giving money away to other people.

My parents made great financial decisions.

When I think about my financial life, I feel \_\_\_\_\_?

I'm taking on some bad debt...

I'm in control of my finances.

I need to be clued up on financial markets, investment products, planning for retirement, tax efficient structures....

Which emotion do you experience when you buy something that you don't really need, but want?

Rich people make me feel \_\_\_\_\_?

I realize that I need to take responsibility for my own financial success.

