



EMPOWERED!

For Empowered Living

Hello, and WELCOME to this Web Page (PDF)! I appreciate you!

As a Business & Financial Consultant, and Coach, I would like to share with you some personal thoughts about how we can live a better life - by understanding a couple of foundational principles - and becoming more EMPOWERED.



TRUTH - Our world is changing - fast! Volatility, uncertainty, complexity, and ambiguity are the new "norms". Driven by shifting demographics -- political and economic tensions - and exponential technology -- many long standing traditions -- and institutions -- and social patterns -- and ways of life -- are being "disrupted" - daily!

WE need to find ways not only to cope in all of these gyrations - but to really prosper, and thrive - by becoming more EMPOWERED!

H-O-W Do We Become More EMPOWERED? - In my opinion, we start by "thinking" - with a more EMPOWERED **MINDSET** ([Here](#))... and here's M-O-R-E ...

PART I

When we think of the word, **SUCCESS** - here's the reality (as I see it) ...



The Pursuit of **SUCCESS** - This is adding extra "value" to OURSELVES (i.e: Oprah / Zukerberg / Bezos) -- a mostly self-centered position. On the other hand - - -

The Pursuit of **SIGNIFICANCE** - is adding extra "value" to OTHERS (i.e: Lincoln / Mandela / King / Angelou). And this means constantly asking ourselves -- "How can I - help - serve - give to - share - bless -- "more" people with this? And, as a sweet "by-product" of persuing SIGNIFICANCE -- we will "achieve" **SUCCESS!** :>)

TRUTH: We cannot live a **SIGNIFICANT** life -- without **EMPOWERMENT**.

PART II

When we start thinking of the word, **PROSPERITY** - here's the reality (as I see it) ...

First, a couple of Questions ...

Q - Would you rather be **RICH** -- or **WEALTHY**?

Q - What's the difference between these two?



RICH - is having abundant "financial" assets (money, real estate, investments, savings, businesses, material possessions, etc, etc).

((BUSINESS Ownership - Of all the "financial" assets mentioned above - there is NO more powerful "wealth creation" metric, in the history of human-kind, than that of owning a successful BUSINESS. Nothing - not personal real estate - the stock market - gold / silver / rare art / coins / 401ks / Reits / stamps / mutual funds / vintage autos / IRAs / RRSPs / Forex / family heirlooms / crypto currencies / options -- None. Especially, if it can be run from HOME (with excellent TAX advantages) - and operated ONLINE (we live in a DIGITAL world!) In fact, the "right" HOME eBiz can be the very FIRST STEP to - becoming DEBT FREE + building a strong NET WORTH + accumulating extra FINANCIAL Assets!))

WEALTH - BUT, what "other" assets do we possess that we value even more than these "financial" assets? Most of us would say we value our family, our health, our relationships, and our faith - even more than the above "financial" assets.



A-S-S-E-T 'CLASSIFICATIONS'

Looking at RICH -vs- WEALTH - let's break these ASSETS down into CATEGORIES ...

1- CORE Assets: family, values, faith, health - the individual well-being of family members;

2-- EXPERIENCE Assets: our good and bad experiences, education, reputation, networks, knowledge, integrity, leadership, gratitude, wisdom, legacy;

3-- CONTRIBUTION Assets: contributions we make to the well-being of others (family, friends, charities, communities, neighborhoods, foundations, etc);

4-- FINANCIAL Assets: money, real estate, businesses, investments, savings, 401k's, RRSPs, pensions, material possessions.

PART III

To me, **SIGNIFICANCE** (as in PART I) -plus- **WEALTH** (as in PART II - described in (4) Classes of different ASSETS, directly above) -- "together" -- these lead us to - - -

**EMPOWERED
LIVING**

Yes, **EMPOWERED LIVING** is the 'ultimate' pursuit.

But Empowerment is "more" than Wealth and Assets..

It involves the dynamic, ever-changing interaction - and B-A-L-A-N-C-E of these assets -- what I would call -- Wealth Optimization -- and it IS a powerful way to successfully "ride the wave" of challenge, uncertainty, and turmoil that often surrounds us in these turbulent times >>>> steering us to EMPOWERED LIVING.

Bottom Line - Those of us - who take responsibility for our OWN futures - who seize the opportunities, amidst the adversities - who pursue SIGNIFICANCE, by always adding value to "others" - who truly understand WEALTH -vs- RICH - and who practice, the (4) Asset Categories -- WE will have the prescription (Rx) for >>> **EMPOWERED LIVING!**

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Something to think about.

