

The New Money Foundation You Should be Building

For most women, money consciousness started on a very faulty note. Some women will tell you they grew up in homes where interest in business or financial matters was not encouraged. In fact, there were parents who believed showing interest in money was not a good thing; that it was a sign of greed and ego. I know what I'm talking about, and I know it's one of the reasons many females go into the real world being naïve. There's no need to blame the parents; they only passed on what they were also taught. But whether we like it or not, these faulty money foundations affect women negatively for a long time.

It's tougher on women because most of us grew up learning to be dependent on someone else, usually a man; first, our fathers, then our husbands, and when we're old, our sons. We've been conditioned to believe only men handle financial matters and that our voices don't count. The subliminal hints telling us to let the man drive; let him handle the money; let him run your life.

Believe me, I was once there, until I realized I didn't like the feeling of helplessness or knowing that my progress had nothing to do with my intellect, but the choices made by another. I decided to take charge of my financial destiny.

I needed to be in control so I could make MY decisions about MY wants and needs. Taking the bold step was one of the best things I ever did because, once I became enlightened, I couldn't wait to teach other women how to take control of their finances. I started at home, with my daughter. My parents laid the wrong money foundation for me out of their own ignorance, but I'm changing that trend with my daughter. Not only will she not leave her finances to another person, but the knowledge I pass on will empower her to live life on her own terms and contribute to the overall wellbeing of our world. There's nothing like an empowered woman to set the ball rolling on positive change in the society!

Don't get me wrong. Today, there are more women rising to the challenge of getting informed about their finances. But in this 21st century, we shouldn't even have women who still follow the old order. Our mission should be to make sure every woman is financially literate and can make decisions for herself. Our goal should be to erase the remnants of patriarchy in the financial world. There's a lot of agitation for gender equality these days, but how is that possible if many women are at a disadvantage when it comes to financial knowledge? Many women still do not see the possibility of dominating the financial industry and we must change that.

Why is there so much fear among us for matters of money and finance when it is so central to our lives?

Why am I so passionate about this issue?

Because, in today's world, money is a key resource and whoever controls it wields power. Money is tied to nearly every decision we make concerning our lives and families: where we live, where we work and what we do, what schools we attend, etc.

Tons of research studies out there have established that women generally have less financial knowledge than their male counterparts.

So, how can we change this trend?

For one, motivation is key. And when I say motivation, I don't mean the one you get from a motivational speaker. I'm talking about you motivating yourself; realizing that education might be expensive but ignorance is deadly. A motivated woman is a force in herself. It breaks my heart to see fellow women face situations that could have been avoided if they had just paid more attention to their finances: a wife starting from ground zero after a divorce, a woman living in luxury without investments or savings, the list goes on and on.

The earlier we take charge of our financial destinies, the earlier we can start building the kind of lives we want and the kind we want to leave to our children and grandchildren.

This is bigger than money. This is you building your legacy because only when you're informed can you take decisions that won't leave you crying for years to come.

Go out. Attend trainings. Use the internet for research. LEARN.

I don't guarantee that you'll find this process easy or enjoyable, but one thing I know: your future will be the better for it.

