# **Building Your Financial House**

Set the Foundation of Your Future

Module 1
Invest in Yourself
Participant Guide







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### Self-Assessment and Track Your Progress

ID		
	(email address)	

**Congratulations!** You are on your way to Building Your Financial House! Use this form to identify key ideas, practices, and the progress you have made to *Invest in Yourself*.

Current Practices (check all that apply)	
$\square$ I have defined my personal success.	$\square$ I volunteer on a regular basis.
$\Box$ I have a plan to achieve my personal succe	ss. Within the past year, I have:
☐ I have a written list of my skills and talents.	$\square$ started or finished an education or
☐ I have an updated resume.	career program.
☐ I have written financial goals.	☐ participated in a hobby or leisure class.
Post-Session Progress	
☐ I set a goal to <i>invest in myself.</i>	
I want to	by: <i>(when)</i>
because: (impact)	
I need to: (how)	
My roadblocks are: (if any)	
which I can overcome by: (how)	
Worksheets (check if completed)	Actions Taken (check all that apply)
☐ Success Means (page 5)	☐ I shared a skill or talent.
☐ My Asset Four Square (page 7)	$\square$ I created or updated my resume.
☐ Connect Assets to Jobs (page 8)	☐ I asked my employer about training programs.
☐ My Own Job Path (page 10)	$\square$ I enrolled in an education or career program.
☐ What Am I Willing to Do? (page 18)	☐ I enrolled in an enrichment or hobby class.
☐ SMART Financial Goals (page 19)	☐ I set a SMART financial goal.
	$\square$ I learned more from the additional resources.
	$\Box$ I shared this information with others.
Please share any additional comments you	may have:



### **Introduction and Objectives**

Welcome to Building Your Financial House! Each module will introduce money facts and then the actions you can take with them to build your own financial house. As a result of Invest in Yourself,

#### You will know:

- What success means to you
- The four categories of personal assets
- The education/income relationship
- How to identify opportunities for advancement using personal assets
- Your priorities and how to set SMART financial goals

#### Actions to take:

- Establish a plan to achieve your success including roadblocks and detours
- Create an inventory of your personal assets
- Establish the connection between personal assets and job skills
- Evaluate job paths to help identify skills and experiences
- Create or update your resume
- Seek education and training
- Set written financial goals to according to your priorities

Forging your path to financial stability and growth will not be easy, nor will it be in a straight line. Your financial success is achievable if you are willing to make the commitment. Keep the following in mind as you start your journey:

Unless you think about, choose, say, and do what you really want, you risk getting stuck with circumstances you do not desire.



#### What is Success?

So, what about this 'success?' Success means different things to different people. To some, it may mean money or possessions; for others, it means family, purpose, and staying clean. Think of people that you believe are 'successful' and why. How do you think they achieved their success, and what do you think they have in common?

Now think about what success means to you and jot down your ideas. Then for each idea, write down the specific steps necessary to achieve that success.

To me, success means:	What specific steps do I need to take to get there?
(1)	(a)
	(b)
	(c)
(2)	(a)
	(b)
	(c)
(3)	(a)
	(b)
	(c)

Life's success is influenced by:

- What we think of ourselves.
- What we value and have control of in our lives.
- Decisions we make.
- How we talk to and relate to others.
- How we use our personal assets.

Source: Adapted from Skills for Taking Control of Your Life (Penn State Extension)



### Control in My Life

Understanding what we have control over in our lives can help keep our ideas of success realistic and frustrations low. Check all of the areas below over which you believe you have control in your life. For each area that you do, jot down a few notes about what you need to do in order to maintain that control. For example, if you have control over recreational activities, it is important to choose positive activities and prioritize work before recreation, in order to afford those activities.

Appearance	☐ Knowledge	☐ What others think
Skills	Weaknesses	Goals
Attitudes	Education	Decision making
Behavior	Self-belief	Housekeeping
Children	Relatives	Health
Spouse/boy or girlfriend	Transportation	Recreation
Housing	Child care	☐ Family time
☐ Income	☐ Job	☐ Independence

Source: Adapted from Skills for Taking Control of Your Life (Penn State Extension)



### My Asset Four Square

An asset is something of value. We usually think of assets in terms of money or possessions. These assets can be spent, lost, or taken away. Personal assets cannot! We build our personal asset inventory through education, work, family, leisure activities, and general life experience. Take a minute to think about your life and catalog your personal assets by completing the four squares below. Then, write down what you believe are your top three assets that you would want a potential employer to know.

## **EDUCATION SKILLS & TALENTS** Diplomas, degrees, and certificates. Things Physical, intellectual, and practical. you know by formal or informal study, Things you're interested in, like to do, do practice, and training. well, or come naturally to you **PERSONALITY** CONNECTIONS Your circle of influence. Describe yourself. How family, friends, neighbors, People you admire, respect, and have helped and co-workers describe you. you along the way. From the above, what are your top three assets?



#### Connect Assets to Jobs

Even if you think that you don't have enough education or work experience, you probably do have a few of the right personal assets to make an impact with the right person at the right time. Here are some examples of things that are important to employers. Check those that you believe you have.

Strong work ethic, conscientious, reliable	Focused and driven, goal-oriented
Good communication skills, speaks clearly, good listener	Gets along well with people from all backgrounds
Problem-solver, makes decisions	Follows rules and fits into the structure
Self-confidence, motivated, asks questions, contributes ideas	Time management, prioritizes and multi- tasks, uses time wisely
Positive attitude, upbeat, generate good will	Personal growth, interested in learning
Works under pressure, comes through in a pinch	Team player, cooperates with others, accepts responsibility

Now that you know your personal assets and what employers want, it's important to make a concrete connection between the two (see example). Now take your top three assets that you identified in the on page IIY-7 and think of ways you can connect them to job skills.

Asset	Connection		
Example: I know how to throw a good party!	If I can coordinate all of the details for major		
I am the go-to person for planning family	life celebrations, I'm sure I can tackle the		
events like weddings, baby showers, and	organizational demands of the job, work with		
anniversaries.	various personalities, and meet deadlines.		
(1)			
(2)			
(2)			
(3)			

Source: Adapted from New Directions (Washington State Employment Security Department)



#### Job Paths

One of the most important steps in building a bright future is to land and keep a good job. The right job will allow you to challenge yourself, learn new skills, develop self-confidence, and of course earn an income. Most likely, the right job will not be the first one you have or the one you have right now, and that's okay. The key is to start somewhere, build your skills, and keep moving forward. Every job you have can be a stepping-stone to the right one if you have patience and make the most of the experience. Following is an example of a career journey, starting with an entry level job at a hotel. Note how the skills acquired and additional education (in green) afforded opportunities to move ahead.



Source: Adapted from New Directions (Washington State Employment Security Department)



### My Job Path

So, where have you been and what have you learned that you can use to move up? Use the following template of stepping-stones to dissect your job experiences in terms of concrete skills and any education or training that you acquired along the way. Your path doesn't have to be in any particular order, and you can start from the bottom or top. Don't forget to jobs that didn't work out the way you planned, or jobs that you may not have liked. They still may have provided learning and skill-building opportunities to write down.

Job:		Education/Training
<ol> <li>2</li> <li>3</li> </ol>		
Education/Training	1 2	Years:
Job:		Education/Training
Education/Training	1 2	Years:
Job:		Education/Training –

Source: Adapted from New Directions (Washington State Employment Security Department)

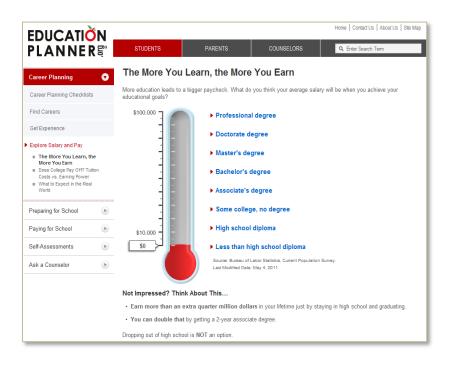


### Learning = Earning

According to the US Department of Labor's Bureau of Labor Statistics, the median annual wages and salary for workers over the age of 25 according to education are as follows:



It's clear to see that the more you learn, the more you earn! Educationplanner.org, sponsored by the PA Higher Education Assistance Agency, is a one-stop career and college planning website that helps students plan for their future. It provides practical information on finding a career that fits your skills, talents, and interests, as well as, selecting and paying for school, financial aid, and student loans.





### Attending College at Any Age

Not everybody who attends college is 18 years old. According to the National Center for Education Statistics, about 6 million people age 25 or older are enrolled in some form of higher education. It's never too late to consider furthering your own education.

Non-traditional students (those who fall outside the 18-to-24 age range) have different financial concerns than younger students. Chances are Mom and Dad aren't helping to pay your tuition, and, you may have responsibilities such as children and full-time jobs. The good news is that there are resources to help you along the way.

#### **Tips for Non-traditional Students**

These ideas are specifically targeted to non-traditional students to help you cope financially as you pursue your degree. In addition to federal, state, or school specific financial aid, there are other opportunities to help pay for education or reduce overall costs.

- Tuition Assistance Programs-Some companies will pay part or all of your tuition, fees, and books if you go to school.
- 2. **Test Out of College Credits**-Many colleges accept credits earned by taking standardized tests such as the College-Level Examination Program (CLEP), among others.
- 3. **Life Experience Credit**-Some colleges give academic credit for prior life or work experience.
- 4. **Credit for Non-college Classes or Training**-Employers, volunteer organizations, and the military offer courses and training that can translate into college credit.
- 5. **Childcare Assistance Programs**-Some colleges have regulated day-care centers on campus and offer financial assistance for students who meet certain criteria.
- 6. **Take Advantage of Tax Credits-**The Hope and Lifetime Learning tax credits are two tax incentives for those who qualify.
- 7. **Apply for Scholarships**-Scholarships may be available specifically for non-traditional students.

Check with your human resources department, tax consultant, and financial aid or admissions office to see if any of these could be a possibility for you.

Source: Adapted from Right on the Money: Financial Know-How for Financial Freedom (NEFE)



### Other Learning Opportunities

As we saw on the Learning = Earning page, the numbers don't lie. Formal education is important in terms of wages and salary. However, there are many important learning opportunities *outside* of a four-year college that can help you be more marketable. Right now, you may feel like you don't have any opportunities, but in reality, you do. It is the right TIME to dedicate yourself to furthering your education. Consider the following.

- Strengthen basic literacy skills A 2013 study by the US Dept of Education reports 32 million Americans can't read. And according to the National Center for Learning Disabilities (2014), 4.6 million adults have a learning disability. These issues are not uncommon; now is the perfect time to address any issues you may have.
- Improve your English if it is not your native language.
- GED ... everyone should have one!
- Vocational or trade opportunities.
- Volunteering is free training.



**Basic** (www.paadultedresources.org)



**Enrichment** (www.arts.pa.gov)



**Volunteer** (www.dli.pa.gov/pennserve)

**Career Training Program** 



(www.pacareerlink.pa.gov)

**Community College** 



(https://pacommunitycolleges.org)



### Being Your Own Boss

Based on your personal assets, you may be thinking about starting your own business. Being your own boss is a fantastic goal, but keep in mind that your personal finances play a significant role in launching a business. Having sound money management skills, adequate cash for start-up expenses, and good credit for expansion will impact your level of success but so will your ability to handle taxes, employee benefits, payroll, cash flow, etc. Most importantly, developing and maintaining a successful business requires planning, a lot of it!

Before we get to the planning part, did you know that many successful entrepreneurs share certain traits? Although it's rare to excel in all areas, here is a list that may help you decide whether starting your own business is something you'd like to do. As you review the items, notice the items you didn't check. To succeed, you'll need to find ways to fill your gaps.

Key Traits of Successful Business Owners				
Takes initiative; is self-directed and independent; makes things happen, not waiting and reacting	Positive mental attitude; is self-confident; believes and trust own ideas, instincts, and abilities	A good communicator; likes people; has great people skills; is a good listener and effective negotiator		
Driven to achieve; has passion to succeed, energy and stamina; enjoys competition; willing to work more than forty hours a week and sacrifice to achieve goals and dreams	Sets goals and plans ahead; creates a vision of success; creates plans, follows them, and updates periodically; works with focus and intention; anticipates and welcomes new developments	Leverages and improves skills; makes the most of personal strengths, but doesn't try to be and do everything; always learning and open to new ideas		
Resourceful; is a creative problem-solver, imaginative, and innovative; sees better ways of doing things; uncovers new resources and opportunities; finds a way	A leader; takes responsibility and accepts accountability; likes to make decisions; shows an attitude of respect for others; gives others the opportunity to be great; shares the credit for success	Has technical knowledge; understands general business practices and processes to deliver product		
Persistent and bounces back; has determination and follow through; accepts rejection and failure; learns from experience and mistakes, creates new plans and moves ahead; never gives up	Objective and realistic; able to evaluate and act on calculated risks; can make good decisions under pressure; accepts ups and downs of business; willing to face facts and change strategy when needed	Uses money well; good money manager that sees it as a tool for success rather than the goal itself		

Source: Adapted from Hands on Banking (Wells Fargo)



### Being Your Own Boss — Going a Little Deeper

Now that you have assessed your entrepreneurial traits, let's go just a little deeper into what it takes to be your own boss and what you are willing to do. For each of the twenty statements below, answer and score each according to the scale:

Strongly Ag 5	ree Agree 4	Somewhat Agree 3	Disagree 2	Strongly Disagree 1
1. I ar	n willing to wor	k 50 hours or more pe	r week regularl	у.
 2. My	family will supp	oort my going into bus	siness.	•
3. I ar	n willing to acce	ept both financial and	career risks wh	en necessary.
4. I do	on't need all the	fringe benefits provid	led by conventi	onal employment.
5. I w	ould like to take	full responsibility for	the successes a	and failures of my business.
6. I w	ould experience	more financial succes	s by operating	my own business
7. I fe	el a great deal d	of pride when I comple	ete a project su	ccessfully.
8. I ha	ave a high energ	y level that can be ma	aintained over a	long time.
9. I er	njoy controlling	my own work assignm	ents & making	all decisions affecting my work.
10. I b	elieve that I am	primarily responsible	for my own suc	cesses and failures.
	ave a strong de litional effort.	sire to achieve positive	e results even w	hen it requires a great deal of
12. I h	ave a good und	erstanding of how to	manage a busir	ness.
13. I c	an function in a	mbiguous situations.		
14. Or	ne or both of my	parents were entrepr	eneurs.	
15. I b	elieve that my a	bilities and skills are g	reater than tho	se of most of my coworkers.
<del></del>	•	nd consider me hones		
<del></del>			_	of obstacles and difficulties.
·	_	_	other people l	augh or belittle me for doing it.
<del></del>	an make decisio			
20. I h	ave a good net	work of friends, profes	sionals, and bu	siness acquaintances.
Total r	umber of points	5		
Score	Assessment			
80-100		tanding ability to be a	•	
60-79 40-59		factory ability to be an	•	
<del>4</del> U-39	sen-employm	ent may not be an app	propriate careei	ioi you.

Source: Adapted from Entrepreneurial Self-Assessment Survey (Women's Initiative for Self-Employment)

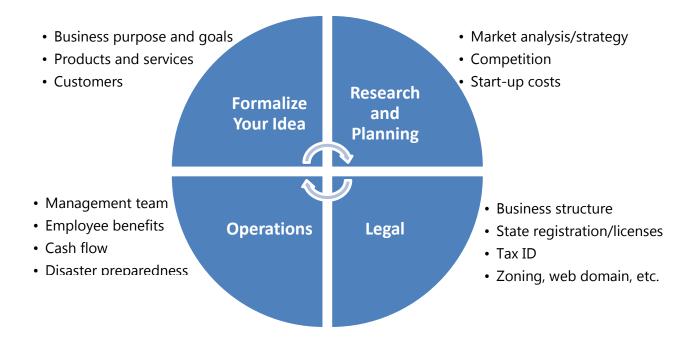
You should probably avoid entrepreneurship.

0-39



### Side Bar: Being Your Own Boss - The Plan

Now, let's talk about planning. There are many things to consider in just deciding if starting your own business is right for you. The following is an overview of items to consider.



If, after reviewing these items, you remain serious about being your own boss, your first stop should be one of Pennsylvania's Small Business Development Centers (SBDCs) – www.pasbdc.org. There are 18 centers serving all 67 counties across the commonwealth that provide no-cost confidential consulting and low-cost training in proven management fundamentals to help entrepreneurs make sound decisions for the successful operation of their business.

The SBCS's can help you create a business plan and guide you in the right direction.

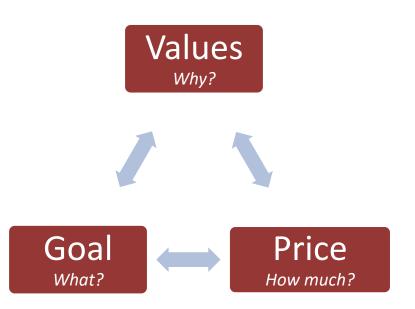




#### Goals

- **Provide purpose and direction** like using a map to help get to your destination
- **Set priorities** what needs to be done first?
- **Guide decision-making** look at choices and consequences
- **Increase chances of achieving life's success** if you shoot at nothing, you'll hit it every time!

#### **Our Values Influence Our Goals**



- The choices you make are based on your values.
- Values influence the goals you set for yourself.
- Goals have a price in terms of resources—money, time, effort, etc.
- Goals are what YOU want out of life.

#### **Keep in Mind**

Unless you think about, choose, say, and do what you really want, you risk getting stuck with circumstances you do not desire.

Source: Adapted from Skills for Taking Control of Your Life (Penn State Extension)



### What Am I Willing to Do?

Let's revisit the success (destination) you envisioned on page four and the steps (route) you need to take to get there. Which destination is most important to you? Along with the cost consideration of goals, it's time to ask yourself if you are willing to do what is necessary in order to achieve that success. Fill in the destination and route for your success in the chart below.

Now assess each of the steps in terms of what it will cost (money, time, effort, sacrifice, etc.). Next look at the roadblocks (which may be the same as costs), and then think about what detours you need to take to overcome the roadblocks. Ask yourself if you can afford the costs and overcome the roadblocks. Finally, ask yourself if you will do what is necessary. After analyzing that leg of the journey, it is completely okay if you are not willing to do what is necessary. That just means you may want to reevaluate your destination based on what you are willing to do.

Destination:			
Route	Cost(s)	Roadblock(s)	Detour(s)
a.			
			I Can I will
b.			
			I Can I will
C.			
			I Can I will



### **SMART Financial Goals**

The key to accomplishing your goals is SMART planning. When setting your financial goals, make sure they are:

**S**pecific – define your goal

**M**easurable – a set amount (\$)

Action-oriented – action to be taken, save, make extra payments, etc.

**R**ealistic – given your current resources

**T**imely – set a due date

Monthly Amount								
Long-term (5+ years )								



### Invest in Yourself Glossary

**Asset** – a useful or valuable thing, person, or quality.

**Personal Asset –** valuable qualities that an individual possesses. Types of personal assets include education, skills, talents, personality, and connections.

**Goals –** what one intends to accomplish or obtain; a desired outcome.

**SMART Goals** – stands for Specific, Measurable, Action-Oriented, Realistic and Timely. They are parameters which provide clear guidance to the goal setting process and increase the likelihood of achieving that goal.

**Learning to Earning Relationship –** an increase in education attained increases the likelihood of higher earnings.

**Non-traditional Student –** those who fall outside the 18-to-24 age range.

**Business Plan** – a formal written document containing the goals of a business, the methods for attaining those goals, and the timeframe for the achievement of the goals.

**Entrepreneur –** a individual who starts a business.



#### Additional Resources to: Invest in Yourself

#### Action Without Borders: www.Idealist.org

#### First-time Job Seekers

This online book is a free resource for individuals pursuing their first position in the non-profit sector. Topics include becoming a stronger candidate, presenting yourself on paper and in person, networking, and negotiating wages and benefits.

#### American Education Service: www.educationplanner.org

EducationPlanner.org is a one-stop career and college planning website. It provides practical and easy to understand advice to help prepare students for important decisions they will face in the future.

#### Commonwealth Workforce Development System: www.cwds.state.pa.us

The CWDS website provides a provides information and access to Pennsylvania workforce development and independent living services provided by the Departments of Labor & Industry and Public Welfare

#### Federal Trade Commission: ftc.gov

FTC Facts for Consumers -Student Loans: Avoiding Deceptive Offers

This brochure helps you learn what and what not to do when it comes to student loans.

#### Internal Revenue Service: www.IRS.gov

Tax Incentives for Higher Education

The federal tax code provides a variety of tax incentives for families who are saving for, or already paying, higher education costs, including student loans.

#### PA Department of Community and Economic Development: www.newpa.com

Entrepreneur's Guide: Starting and Growing a Business in Pennsylvania

This guide is filled with information on free services, check lists, helpful tips and licensing procedures if you would like to start a small business.

#### PA Higher Education Assistance Agency (PHEAA): www.pheaa.org

PHEAA's website provides information on planning, financing and helpful tools to help you get organized and prepared for higher education.

#### PA Treasury: www.patreasury.gov

PA 529 College Savings Program

Learn more about the Pennsylvania college savings and bonus programs. You can also enroll online directly from this site.

#### US Department of Labor: www.careerinfonet.org

Skills Profiler

This online tool helps you to not only create a list of your activities and skills but also to rate them in order to match them to job types that use those skills.

#### My Skills My Future

This is another online tool that uses your current or past jobs to find matching careers.



### Pre-session Questionnaire

ID	)				

Circle the answer that you believe is correct.

- 1. Which of the following can you control in your financial journey?
  - A. Relatives
  - B. What others think
  - C. Self-belief
  - D. Independence
- 2. Which of the following is an example of a personal asset?
  - A. Automobile
  - B. Co-worker
  - C. Individual retirement account
  - D. Company stock in my employer
- 3. Which of the following is a website that can help you expand your personal assets?
  - A. Educationplanner.org
  - B. PA Compass
  - C. Securities and Exchange Commission
  - D. National Foundation for Credit Counseling
- 4. Which of the following is the first thing to consider when starting a business?
  - A. How much money I can make?
  - B. Are there zoning restrictions from the municipality?
  - C. What is the purpose of the business?
  - D. Where am I going to get the money to start it?
- 5. True or false: Goals have a price in terms of money, time, and effort?
- 6. Which of the following is part of SMART financial goals?
  - A. Security
  - B. Manageable
  - C. Action-oriented
  - D. Tested
- 7. Which of the following most determines if a goal is achievable?
  - A. Number of steps to take
  - B. How much it will cost
  - C. Detours necessary
  - D. Willingness to take action



### Post-session Questionnaire

ID\_\_\_\_\_

Circle the answer that you believe is correct.

- 1. Which of the following can you control in your financial journey?
  - A. Relatives
  - B. What others think
  - C. Self-belief
  - D. Independence
- 2. Which of the following is an example of a personal asset?
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  - B. How much it will cost
  - C. Detours necessary
  - D. Willingness to take action



### **Session Evaluation**

[D	
Location	
Date	

We hope you found today's session engaging and of value to you. Please share your opinions and comments so we may continue to improve the program. Thank you!

	Excellent	Very Good	Good	Fair	Poor
Overall, I feel the session was:					
Before the session statement:					
My knowledge and skills about the topic were:					
After the session statement:					
My knowledge and skills about the topic are:					
My confidence to apply what I have learned today is:					
	Strongly	_			Strongly
During the session statements	Agree	Agree	Not Sure	Disagree	Disagree
The instructions were clear and easy to follow.					
The time allocated was right for the topic.					
The slides were clear and helped my learning.					
The examples helped my learning.					
The examples were relevant to my situation.					
The instructor:			1		T
was knowledgeable about the topic.					
delivered lesson in a clear and understandable manner.					
was engaging and encouraged interaction.					
was well-prepared.					
was approachable and open to questions.					
The session:					
met my expectations.					
was of value to me.					
has motivated me to take action.					
Final Questions					
The most valuable thing I learned today was:	What was the least valuable part of the session and how				
	could it be improved?				
Aller					
Additional comments:					