TEXAS REGIONAL BANK

MONEY MINDSET:
HOW TO MAKE EMOTIONALLY INTELLIGENT FINANCIAL DECISIONS

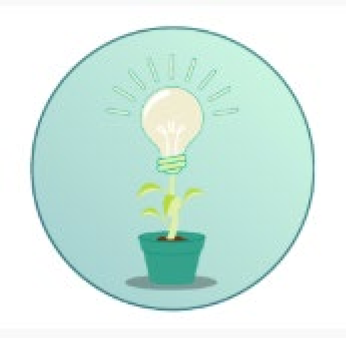
Agenda

Learning from the past

Why we don’t talk about money

Money and emotions

Mindset matters



MONEY MINDSET

LEARNING FROM THE PAST

What is your earliest money memory?

More negative — ○ — ○ — Neutral ○ — ○ — More positive ○

What sort of language did your parents use around money?

- [ ] Anxiety
- [ ] Stress
- [ ] Greed
- [ ] Pride
- [ ] Happy
- [ ] Envy
- [ ] Guilt
- [ ] Fear
- [ ] Security
- [ ] Love

MONEY MINDSET

LEARNING FROM THE PAST

When you started to have money of your own as a child, how did you handle it?

- Spend?
- Save?
- Did that set a money pattern?

MONEY MINDSET

LEARNING FROM THE PAST

“Money scripts are typically unconscious, developed in childhood, passed down from generation to generation within families and cultures, contextually bound, and often only partial truths.”

- Bradley Klontz and Ted Klontz

MONEY MINDSET

WHY WE DON'T TALK ABOUT MONEY

75% of people don't have financial conversations with their friends

"people are more comfortable talking with friends about marital discord, mental health, addiction, race, sex, and politics than money."*

46% of couples don't talk about money with their partners

Financial disagreements rank as the strongest predictor of divorce.

MONEY MINDSET

WHY WE DON'T TALK ABOUT MONEY

Inherited a Money Script

- Money values passed on to you.

Protect Social Status

- Where we rank our group and how we form our relationships comes back to status.

Fear Judgement

- We worry people won't like us because we have too little, or we will be judged because we have more.

Financial Shame

- We feel shame about our financial mistakes or feel we aren't doing as well as others.

Avoid the Situation

- We don't know what to do, or don't want to do what we know we need to do.

MONEY MINDSET
MONEY & EMOTIONS

“85% - 90% of our money decisions are based on our emotions.”

- Bari Tessler *The Art of Money Workbook*

An individual’s **money mindset** is a collection of all the beliefs, attitudes, and emotions related to money. Emotions like fear, anxiety, guilt, and excitement often play a huge role in how people manage their money.

How you **feel** about money influences how you save, spend, and invest.

“Your emotions rule your actions. And when you don’t know what to think or what to feel, how to really keep everything under control, that’s when you make mistakes.”

- Suze Orman

MINDSET MATTERS

Manage your mindset to make smarter choices and achieve your financial goals.

Complaining Without Action

- Seeing problems as roadblocks; doing nothing; blaming external circumstances
- Acknowledge the problem; take responsibility; seek solutions

Waiting for the "Perfect Moment"

- Delay taking advantage or opportunities; there is rarely a perfect moment; the longer you wait, the longer you stay where you are
- Understand getting started if more important than getting everything perfect; progress can be messy; learn along the way

MINDSET MATTERS

Manage your mindset to make smarter choices and achieve your financial goals.

Living in Comfort Zones

- Choosing safety over progress; regardless of the consequences
- Embrace discomfort; growth happens when you step outside your comfort zone

Focusing on Problems, Not Solutions

- Focus is on the negative; focus is on the obstacles; overlook solutions or ways forward
- Seek solutions that will move you forward; promotes resilience and innovation

MINDSET MATTERS

Manage your mindset to make smarter choices and achieve your financial goals.

Instant Gratification

- Prioritizing short-term pleasure over long-term success
- Take a long-term view; understand the importance of patience and discipline to achieve success

Comparing Yourself to Others

- Leads to envy, discouragement, feeling of inadequacy
- Seek solutions that will move you forward; promotes resilience and innovation

MINDSET MATTERS

Manage your mindset to make smarter choices and achieve your financial goals.

Avoiding Self-Improvement

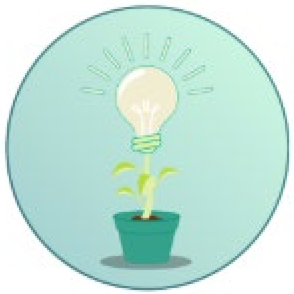
- Believing you already know enough; not self-aware; fail to invest in learning and growth; refusing help
- Determine to improve continuously; invest in yourself; be a “life-long learner”; accept help!

Fear of Failure

- Paralyzed by fear; avoid taking risks or exploring new opportunities
- Embrace failure as part of the journey; “fail yourself forward”; learn from mistakes

MINDSET MATTERS

We subtly build poor mindsets through the choices we make and the habits we cultivate. You have the power to change your mindset.



- **Challenging negative beliefs -** Identifying limiting beliefs and questioning them.
- **Setting goals -** Focusing on clear, achievable goals.
- **Visualizing success -** Visualizing desired outcomes in your mind.
- **Surround yourself with positivity -** Spend time with people who are supportive and optimistic.
- **Continuous learning -** Continually learn and develop new skills.

T E X A S   R E G I O N A L   B A N K

THANK YOU !

Q&A

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