Financial Freedom

Securing your financial future

19th April 2026

Outline

OUTLINE

1. Introducing Financial fitness & financial freedom
2. Financial Health Basics
3. Mistakes to Avoid
4. Actions to take

Introducing Financial fitness & financial freedom

The GOAL is Financial Freedom

1. Making money vs growing wealth
2. Passive Income versus Active Income
3. “If you stop working today, how many months can you survive?”

Financial Targets and Financial Planning

Financial planning is <u>fundamental</u> for Financial Fitness.

Your financial plan is the detailed proposal for achieving your financial goals. It is the Roadmap that will guide you to your desired destination.

How do we want to end up?
Where do we want to end up?

Active income vs Passive income

Passive Income
When your money works for you, *you earn <u>passive income.</u>*

Active Income
When you work for your money, *you earn <u>active income</u>* (paid employment or self employment).

Financial Freedom
The ultimate Goal is to focus on moving from active income to more of passive income.

Active income vs Passive income

Making money vs creating wealth

What service or product can you sell with ease?

Identify Your Passion Streams :

- Teachers → private tutoring, lesson notes, educational consulting.
- Lecturers → mentoring, research support, online courses.
- Pastors → counselling, writing devotionals, speaking engagements.
- HMO/health workers → wellness coaching.
- IT staff → digital support, training seniors.
- Media professionals → content creation, voice-over, editing.
- Civil servants → compliance consulting, community leadership roles.

Start Small, Start Safe

- Use what you already have: your network, your story, your skills.
- Low-capital business examples : small consulting practice ; agricultural value chain ; thrift coordination
  - small real estate agency ; cake/snack business ; crafts ; publishing ; online mentorship groups

Under 40 years

- Building stage, set financial targets ; short, mid and long term
- Family starting n very young/set up – plan well and ensure a reasonable spread
- Commence building your investment portfolio and Build wealth
- Can take higher risks and position for higher returns on investments

40 to 60 years

Consolidation stage, focussing on financial targets ; short, mid and long term

- Still active in employment or business
- Consolidate on Family set up
- Most often mid level /senior mgt role in employment/ business ramp up if self employed
- Solidifying investment portfolio and preserving the wealth built

Over 60 years

Golden age – to reap from seed sown

- Living on saved wealth and planned pension, PASSIVE INCOME comes in handy
- Need to focus on your legacy and estate planning
- Social responsibility – Giving back

Avoid ……

- Waiting to “earn more” before starting
- Keeping money idle
- Putting all money in one place
- Ignoring protection (insurance, planning)

Financial Health Basics

1. Understand your numbers (Net worth)
2. Structure Your Cash Flow
3. Grow your Retirement Income
4. Protect Your Assets (Insurance and Estate Planning)

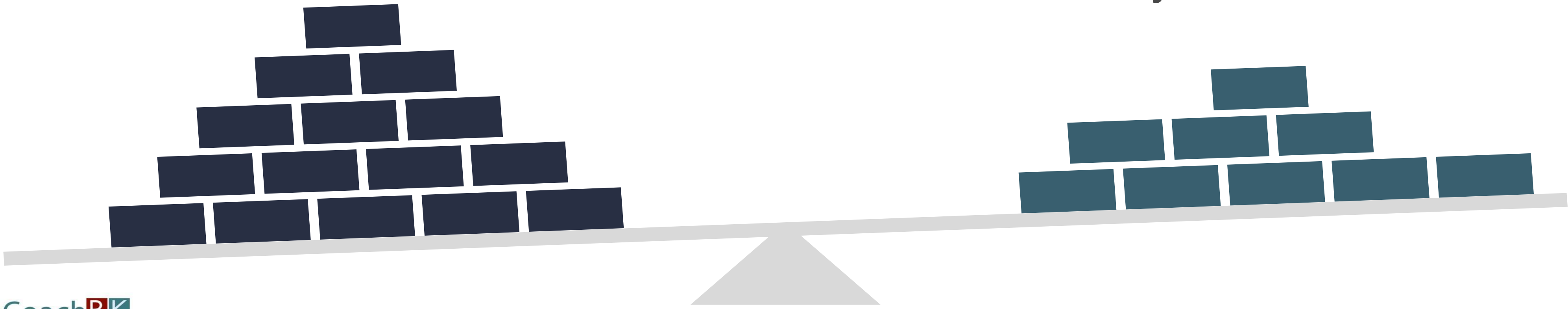
NET WORTH

ASSETS

Think about all the valuable things you have—money in your bank account, your phone, car, or even things like jewelry. This is called your "assets."

LIABILITIES

Now, think about any money you owe—like mortgage or car loans, credit card debt, or money you borrowed from someone. This is called your "liabilities."



Structure Your Cash Flow

LIQUIDITY REQUIREMENTS

- *Budgeting*
- *Expense Tracking*

EMERGENCY FUNDS

Investment Guide

1. Your financial target
2. Stage/season of life
3. Financial circumstances
4. Risk appetite
5. Diversification is key
6. Don’t follow the crowd
7. Exercise patience
8. Professional support
9. Monitor and Review your portfolio
10. If you don’t fully understand, don’t invest

Mistakes to Avoid

1. Walking/working alone
2. Hearing and not taking action
3. Not using professionals

Mistakes to avoid

Mistakes to avoid

- Procrastination
- Buying assets in someone's name
- Hanging assets – improper documentation on property/landed assets, unclaimed dividends, disorganised stock portfolio (CSCS is simple to access).

Mistakes to avoid (1)

Financial Fitness errors

1. Not having financial targets and working with a budget
2. Do Not BORROW wrongly (ie to finance wrong things or not looking before leaping).
3. Don’t expose yourself to financial errors or extended family pressures (manage extended family and requests and pressures from friends with wisdom) family
4. Following the crowd (investment choices, pressures, parties, show off etc)
5. Avoiding moneytalk - Not discussing finances with your family (Partner/dependants).
6. Don’t mix personal funds with Business funds

Mistakes to avoid (2)

Compliance errors

1. Ignoring Professional support – Legal, Tax or financial services
2. Poor or Unstructured Businesses – registration with CAC
3. Jumping the gun – follow due process for every monetary transactions – Land searches
4. Comply with statutory requirements – tax filing (personal/corporate), annual financial statements @CAC, Land use acts dues etc
5. Legal documentation of business, asset or investment ownership.

Mistakes to avoid (3)

Savings and Investment errors

1. Not saving at all
2. Saving and looking away
3. Investing and looking away – *monitor and track your investments*
4. Do Not INVEST if you do not understand.

Wealth preservation errors

1. Estate planning – No WILL, poor choices of estate administrators, weak WILLs
2. Choice of Next of Kin
3. Poor Business succession plans
4. Ignoring Insurance

Critical Actions to take - today

1. Shift from Saving to Investing – outpace inflation (as much as possible)
2. Manage Time as an asset – spend your time generating wealth, don't waste time
3. Consistency is key – automate your set aside, invest it now, don't wait till you have Xm
4. Turn your secondary skills to income streams
5. Review your financial situation – what is your networth? What do you own and what do you owe?
6. Identify the money mistakes you are making and design a remediation plan
7. Put your house in order – Estate planning (WILL or Trust?)
8. Begin to focus on health and relationships
9. Look ahead – Make plans to pay forward

Money habits

Unlearn

1. Staying Financially illiterate/uneducated
2. Mindless spending
3. Not working with a budget
4. Bad borrowing habits
5. Not saving
6. Poor investment choices

Learn

1. Financial literacy and education
2. Financial targets and plans
3. Mindful spending
4. Budgeting
5. Improved Savings habit

The GOAL is Financial Freedom now and later.

Alice: “Would you tell me, please, which way I ought to go from here?”
The Cat: “That depends a good deal on where you want to get to.”
Alice: “I don’t much care where—”
The Cat: “Then it doesn’t matter which way you go.”

If you don’t know where you are going, any road will take you there“…… Follow who know road ☺

“If you change nothing,
Nothing will change.”

– *Tony Robbins*

American Businessman, motivational speaker and ‘life coach’

Be determined to <u>take necessary actions</u> to achieve your financial targets.

Thank you

Ponzi Schemes

A Ponzi scheme is a form of fraud that lures investors and pays profits to earlier investors with funds from more recent investors.

The scheme leads victims to believe that profits are coming from legitimate business activity, and they remain unaware that other investors are the source of funds.

Avoid Ponzi Schemes - Watch YOU

💰 How can you avoid falling for fraudulent Ponzi schemes?

🤔 Watch 'YOU'

👉🏾 Approach your desire for financial gains reasonably. Shun 'microwave' mentality to build your wealth.

👉🏾 Stay financially literate, be aware of your investment options and seek professional advice.

👉🏾 If you don't fully understand, don't invest.

👉🏾 Avoid following the 'joneses' - (follow follow no too good).

👉🏾 Understand how risks and returns work, and don't expect magic.

Avoid Ponzi Schemes - Watch THEM

🤔Watch 'THEM'

👉🏾Confirm that the organisation is legitimate.

👉🏾Get to know the promoters and check out their business reputation.

👉🏾Dig deep and ask the right questions. Investigate and research well.

👉🏾Be especially vigilant and carefully test the waters.

👉🏾Don't invest what you cannot look away from

👉🏾Be extra careful if you are retired or nearing retirement.

👉🏾Be careful of pitches and advertisements for exotic or unclear products.

Investment Markets, Rules and options

Investment options *(3 Main markets)*

* Money Market
* Capital Market
* Real estate Market

High Income investment opportunities

Stocks – Nigeria and foreign stocks
Commercial papers
Treasury bills
FGN bonds
Eurobonds - minimum 200k$ or in blocks of 50$
Dollar mutual funds
Money Market

Low Income investment opportunities

Stocks – Nigeria and foreign stocks

Fixed income (Bank Placements and FGN savings Bonds

Naira Mutual funds

Dollar mutual funds

ETFs (Exchange Traded Funds)

Alternative Assets

* Farming
* Real estate
* Crypto
* Commodity trading

Examples of Financial Targets/goals

Long term *(over 5 years)*

1. Save towards retirement
2. Financial liberation for your lineage *(from poverty)*
3. Save towards children's education
4. Become fully self-employed
5. Expand your business
6. Pay off mortgage
7. Build to Own your own home

Examples of Financial Targets/goals

Short term

1. Furnish your house
2. Family holiday
3. Register for a professional exam
4. Undertake a professional certification
5. Acquire skills

Mid term *(1 to 5 years)*

1. Pay off a loan or a portion of a loan this year (car/house/?)
2. Buy land/ do the foundation of your house
3. Start a business