

## Rattler\$ for Financial Literacy Personal Strategic Financial Plan

In working through this strategic plan, you will develop your personal keys to financial success. If you put in the work, you will set yourself up to not only be financially fit, but to also build generational wealth. Your financial future depends on the decisions and choices you make today. So let's get started on the road to financial success!

### **I. VISION STATEMENT, MISSION STATEMENT & VALUES STATEMENT ANALYSES**

Your road to success starts with having a vision of your financial future. In the first section, develop the statements that will guide your financial decisions.

#### **A. Vision Statement – Where do you see yourself financially in the future?**

*“Where there is no vision, the people perish.” -*

#### **B. Value Statement – What are your financial guiding principles? What's important to you financially?**

*“Beliefs influence behaviors.”*

#### **C. Mission Statement – Who are you financially?**

*“If you have a family mission statement that clarifies what your purpose is, then you use that as the criterion by which you make the decisions.” -Stephen Covey*

## II. EXTERNAL ENVIRONMENT ANALYSIS

In order to understand what external factors influence your financial behaviors, take a few minutes and identify your personal financial opportunities and threats. Financial opportunities are factors in the environment that you can leverage for financial success. For example, banks offering low interest on mortgages would be a factor that you could leverage when you purchase a home. On the other hand, financial threats are factors in the environment that you need to hedge against. For example, any changes to student loan debt repayment policies could be harmful to you if you have student loans to repay.

What are the factors in the external environment that influence your financial behaviors and decisions? In the chart below, identify 5-10 personal financial opportunities and threats.

<i>Opportunities</i>	<i>Threats</i>

*"The opportunity to secure ourselves against defeat lies in our own hands, but the opportunity of defeating the enemy is provided by the enemy himself." -Sun Tzu*

### III. INTERNAL ENVIRONMENT ANALYSIS

After you examine your external environment, you should take a look at yourself. That's right, if you are not well-positioned financially, more than likely it is because of some areas in your life that you need to address. Your personal financial strengths include knowledge, skills, and abilities that you can utilize to execute your financial plan. Your personal weaknesses are character traits that can hinder or sabotage your financial future, if you don't get a handle on them. So take a few minutes and identify 5-10 personal financial strengths and weaknesses.

What are your financial strengths? Weaknesses?

<i>Strengths</i>	<i>Weaknesses</i>

*"We gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face... we must do that which we think we cannot." -Eleanor Roosevelt*

#### **IV. YOUR MOST PRESSING FINANCIAL ISSUES**

**Identify the THREE most pressing financial issues facing you.**

***“No problem can be solved from the same level of consciousness that created it.” -Albert Einstein***

## V. FORMULATING GOALS & STRATEGIES TO MANAGE THE ISSUES

Issue 1:

Goal:

Strategy:

Issue 2:

Goal:

Strategy:

Issue 3:

Goal:

Strategy:

*"We may encounter many defeats but we must not be defeated." -Maya Angelou*



## VII. ANNUAL CHECKUP

Issue	Goal	% Completed	Revision

***“When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.”  
Confucius***