



Money Matters with Les Conway

Founder/Director/Financial Planner at Essentially Financial

Start with Why

The headline for this article is inspired by a book from an American author called Simon Sinek and turns some well-established thinking upside down.

To cut a long story short, he says that it's more important to discover why you are doing something rather than simply going straight into what it is that you want to do.

He illustrates his point using examples from Apple. At the core (pardon the pun) of what Apple set out to achieve, they wanted to make life simpler, more portable and entertaining for their customers.

iTunes was an example of that. What it did was to revolutionise the way we purchase music by making it much easier to buy, just by downloading.

Apple certainly weren't the first ones to the digital party, but they did things differently with more flair and innovation than their rivals and the rest is history. A very profitable history.

The thinking behind the book appeals to me in two

ways and because I see parallels with the world of financial planning and what I and we are trying to achieve.

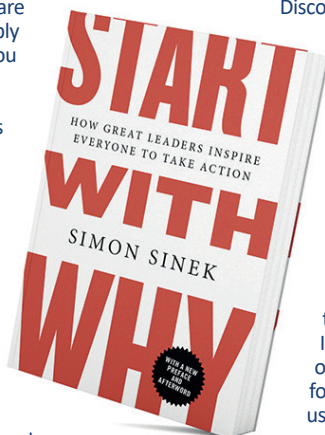
One of the key factors I try to find out during a Discovery Meeting with new clients is why they want financial planning. And why they get up in the morning and what their motivators are.

The second part of the book which resonates with me is the focus on Apple's obsession with improving the customer's experience of their products and services.

Now I'm not comparing me or us to the genius folk of Apple, but I am always looking for ways for our services to be more innovative, forward thinking, as easy to access and use as possible.

Why? Because I passionately believe in the power of financial planning to enable people to live their lives the way they want to.

Thanks for reading.



Investments can fall as well as rise and you might get back less than you invested

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