

15 Benefits

*of*

**FINANCIAL**  
**INTELLIGENCE**



**OBOT ESSIET JR.**

## WHAT HAPPENED TO SCHOOL INTELLIGENCE?

Take a look at the following statements:

"Stanley is a very brilliant student because he scored 98% in the Maths Test".

"Jane is always taking the first position in class. She must be very intelligent. "

I am sure that throughout your early childhood education days, you must have heard and accepted the above definition of Intelligence. A student was called "Intelligent" if he passed his tests exceptionally well in comparison to his mates in the same class. Needless to say, this unfair comparison did some good in pushing us to study hard. Nonetheless, studies have shown that the word "Intelligence" is grossly overrated, if not misused.

Let me tell you why...

Take your mind back to your days in High School. Can you remember cases where the people that were popularly known as the "dunces" of the class would be extremely good at drawing, painting, craftsmanship, athletics, soccer, singing, playing instrument and other "non-intellectual" activities? Yes, we admired them and even got jealous of their talents. They were geniuses in their own right.

However, our faulty Education System did not permit us to mention these geniuses in the roll call of "Intelligent students". We were stereotyped to believe that this 'title' was an exclusive right of bookworms and mathematicians. Our teachers scolded them for their poor hand-writings, bad math skills and slapped them with low grades. We students did laugh at their poor grammar. They felt rejected, crushed and ostracized.

Sadly enough, many lost their self-esteem and gave up on their talents. Some accepted their fate and formed bad gangs, constituting nuisance to their family, the school and society. Nevertheless, a good number of them persevered and went on to become highly successful in life as entrepreneurs while their so called "Intelligent" and "average" classmates were still roaming the streets with their resume in search for non-existent jobs...

# INTELLIGENCE QUOTIENT VERSUS OTHER INTELLIGENCES

What am I trying to say?

In life, there is more to Intelligence than being a "brilliant" student!

Intelligence Quotient (IQ) has its own role in life. IQ is a term that was coined by the German psychologist William Stern in the early 1900s. It refers to the total score derived from several standardized tests designed to assess human intelligence. Besides IQ, there are several other types of Intelligence that you may not know about.

In 1983, an American developmental psychologist Howard Gardener described 9 types of intelligence:

- Naturalist (nature smart)
- Musical (sound smart)
- Logical-mathematical (number/reasoning smart)
- Existential (life smart)
- Interpersonal (people smart)
- Bodily-kinesthetic (body smart)
- Linguistic (word smart)
- Intra-personal (self smart)
- Spatial (picture smart)

What other scientists thought were just soft-skills, such as interpersonal skills, Gardener realized were types of intelligence. It makes sense. Just as being a math whiz gives you the ability to understand the world, so does being "people smart" give you the same ability, just from a different perspective. Not knowing math, you may not calculate the rate at which the universe is expanding, but you are likely to have the skills to find the right person who will. You can learn more about each of these types of intelligence here. <<http://fundersandfounders.com/9-types-of-intelligence/>>

The above list is not final.

There exist other aspects of Intelligence that describe a person's ability to acquire and apply knowledge and skills such as Emotional and Financial Intelligence. There is also Security (Military) Intelligence.

While Emotional Intelligence describes one's capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically, Financial Intelligence is the knowledge and skills gained from understanding finance and accounting principles in the business world.

It is important to note that these are NOT innate skills, rather they are learned set of skills that can be developed at all levels. So you don't have to worry about having a low grade on this. You can always improve no matter the level you currently are.

## **WHAT IS FINANCIAL INTELLIGENCE?**

In my own words, Financial Intelligence can be defined as the basic knowledge of how money works and the application of this knowledge in making financial decisions that make life better. That is where I coined the mnemonics FINTEL.

It is important to note that contrary to popular belief, Financial Intelligence is not goal. It is NOT a state of having so much money neither is it something that you are graded for as is the case with "School Intelligence". Rather, it is the means to a goal and that goal is Financial Freedom!

## **WHY YOU NEED FINANCIAL INTELLIGENCE**

As I mentioned earlier, this type of intelligence can be acquired BY ANYONE through Financial Education - not necessarily the type taught to Accounting and Finance students, though. This basic education is something that is painfully missing in our conventional school curriculum. Students are taught how to study hard, master their courses, pass examinations and graduate with good grades so they can be "gainfully" employed by the Government or big companies.

This formula was very popular in the *Industrial age* where large amount of labor and office workers were needed to carry out certain jobs. They were paid salary,

asked to work for 35 - 40 years after which they retire to a pension that is only a fraction of their monthly salary.

However, according to the author of "Rich dad, Poor Dad" Robert Kiyosaki, "the rules of money have changed". With the automation of several aspects of the production process, there is now little or no job security.

In order to ensure financial buoyancy in this *Information age*, you need to open your mind to learn, unlearn and relearn as whole lot of things about money. You need to increase your Financial Literacy and be willing to explore the various options available for creating wealth. The more you devote yourself to acquiring Financial Education, the more your Financial Intelligence improves and the better you will be at making wise financial decisions.

On the other hand, lack of Financial Intelligence can be identified as the root cause for so many people wallowing in poverty today. There are no two ways about it. It is either you are good at managing money or you are not.

## **BENEFITS OF FINANCIAL INTELLIGENCE**

Having established a strong background for Financial Intelligence, let us dive straight into the subject matter of our discussion. Towards the end of this book, you will get directions on where to obtain more information about Financial Literacy and how you can apply this knowledge to improve the quality of your life.

In this Section, I am going to reveal the benefits of Financial Intelligence as it applies to various aspects of your life. I hope you are ready for the ride? On your marks... Set... Shoot...

### **1.) HOME**

Have you seen a family that survived for a week without making use of money for anything at all? Ah! Your guess is as good as mine. In fact, after God and genuine Love, money is the next most important necessity in every family.

How this money is acquired, budgeted and spent plays a great role in the survival of every home. There are almost as many divorce cases that arise from financial

disputes as there are from infidelity. Every family needs money to feed, clothe, and provide shelter, education, good health and entertainment.

Funny enough, despite its inevitability, you will agree with me that (just like Sex Education) discussion about money is one of the forbidden topics in most traditional families. Well, if it wasn't in yours, money talks were unheard of over our dining table.

Why should the family discuss money when it is "the root of all evil?" You will rather hear such negative things like "money does not grow on trees" (who said it does?), "when you grow up, you will understand that money is hard to get", and so on.

As a result of this background, many of us grew up with a very poor mindset about money and how it works. We tend to see *all* rich people as wicked men who oppress others to make it in life. Unless, these limiting beliefs about money are broken with the hammer of financial literacy, you stand a chance of not lonely wallowing in poverty but also passing the same poverty mindset to the next generation.

You have the responsibility to increase your financial literacy in order to understand better ways to expand your family's streams of income, prepare and stick to a working budget, stay away from bad debt, save and invest part of your income, teach your children how to manage money and build a secure financial future for your family. This is something you weren't and will not be taught in school. You have to take the initiative to learn it for yourself...and if you ask for my opinion, [fintelcoach.com](http://fintelcoach.com) is a good place to start...

## **2.) JOB:**

"Today is 2nd May and I'm yet to receive alert, what is happening?"

If you are in the corporate world, you will understand better what I mean by the above statement. You may want to ask how I manage to know what goes on there. I know, because I was raised by parents who were core Civil Servants and I know what it means to begin the first week of the month without receiving your last month's salary.

Sorry to say, this set of people have a thing for SMS alerts. When they receive an alert that is not from the bank, you can almost always read the frustration on their face. But when the long awaited Bank alert arrives, they will jump for joy only to

squander it within two weeks and return to ground zero with no tangible savings and no investment. They keep repeating this vicious cycle for 35 good years after which they retire to a meagre income called Pension.

Usually, in some sectors, other retirement benefit such as the Gratuity is delayed for years. And when the much hyped gratuity finally arrives, you find people investing in "liabilities" that end up costing them money in the long run or using it to pay up years of accumulated debt and bank loans. There are stories of some losing the whole package to scammers due to lack of Financial Intelligence. What a pity!

Why should it be so? Why the frequent Industrial actions by Labor Unions? Why should your child drop out of school for lack of school fees? Why should your happiness, freedom and worth be limited to a paycheck?

Hear me! You are worth much more than 100k per month... How secure is that job in the first place? Recently, you've been reading in the news of Banks, Companies and Government sacking their workers in their hundreds. What do you think will be the fate of the retrenched workforce if they did not have an alternative stream of income? That is to show you that you need Financial Intelligence in order to be able to expand your means of income.

How would you like to sit on a stool that has only one leg? Isn't it ridiculous merely thinking about it in literal terms? Then why risk living only from your paycheck when there are limitless options to make money work for you even while you continue with your job? If you work on increasing your Financial Intelligence and start working towards financial freedom, you will enjoy the peace of mind that comes from financial security. You will no longer be emotionally attached to your job because you will be sitting on a four-legged stool.

### **3.) SCHOOL:**

If you are an undergraduate or above, you probably went through the same struggles I faced when trying to decide which career to pursue in school. When I was about writing my external examinations, I had many possible career paths running through my mind. First was Astronomy, followed by Computer Science and Aeronautical Engineering (who doesn't dream of flying an airplane, anyway?).

After consultation with my career counsellor, I decided to go for Architecture because it is a professional course and I liked the idea of designing and supervising

the construction of buildings where people will live in - sounds like something a Leader would do, right? Fortunately, I developed passion for the course and have been doing quite well until recently when I began to explore options in the Business world.

Most students they never get the chance to study the course they really want. Why? Some get admitted into the tertiary institution through supplementary list where they are forced to study a course they may not really want. The rest choose courses based on prestige, parental or peer influence only to regret along the way. This is improper!

Let's accept it. People study careers in order to make a living therefrom in the future. Of what use is a career if you are not sure of where you will work tomorrow? Of what use is a course you have absolutely no passion for. Of what use is a course if it is not adding to your life and helping you to develop your God-given talents for maximum exploits after graduation? Indeed, the conventional education system is grossly flawed.

Imagine what would happen if EVERY Secondary School student were exposed to Financial Education right from the early stage... Can you envisage the tremendous impact this would have on their career choice? Of course, they will be well enlightened and better armed with the tools they need to choose wisely, knowing that their future livelihood depended on their career.

If that were to be the case, we would have lesser cases of drop outs and unemployment. Financial Intelligence can go as far as helping students make wise career choices that align with their natural gifts. They would also be able to manage, save and invest their pocket money even while in school, thereby reducing the financial burden on their parents.

#### ***4.) RELIGIOUS OBLIGATIONS:***

Whether you are a Christian, Muslim, Buddhist or Hindus, you will agree with me that serving God requires some sacrifices from you which could be spiritual, physical or financial. There may be a building project that needs your contribution, a charity cause that requires your freewill donation, tithes and offering to pay and what have you. These financial responsibilities have to be met for your conscience to be at peace.



The Biblical King David once said, "Nay; but I will surely buy *it* of thee at a price: neither will I offer burnt offerings unto the LORD my God of that which doth cost me nothing." (2 Samuel 24:24). What happens if you are NOT buoyant enough to give to God when the need arises? You may not receive that fulfilment of paying homage to a supreme being. But with Financial Intelligence, you can avert that.

## **5.) BUSINESS:**

Every Business Enterprise has to be able to:

- a.) attract and retain customers. b.) make profit, in order to survive.

If you are an entrepreneur, you need Financial Intelligence to be able to "tell what the numbers really mean". Do you know how to read financial reports, balance accounts, read and interpret a cash-flow statement? How about Credit and Debt, risk management and Insurance, taxes and levies and other factors that affect your business? Does your business have a long term financial plan? If not, why not? Could it be as a result of lack of Financial Literacy in these aspects?

There is more to business than knowing how to do your craft and delivering the goods. You have to understand how money works and how to apply that knowledge to grow your business and profit from it.

## **6.) MARKET PLACE:**

When you go to the mall for your shopping, what are the things you consider? Do you have a budget or a list of what you really want to buy or do you just shop on sight. Financial Intelligence is not about how much money you make but how well you manage what you make. You can only have so much money. It is either you have it or you don't. Sadly, many people only come to their senses the moment they exhaust their reserves.

How is your spending habit? Is it drawing you closer to or farther from your financial goals? If the latter is your case, then you need Financial Intelligence to enable you set your priorities right and derive value from your money.

## **7.) RELATIONSHIPS:**

Have you ever heard of cases where best friends part ways because of financial disputes? Perhaps one party is owing the other and refuses to pay back in time. Perhaps a poor friend kills his rich counterpart out of envy. Such happens a lot in this part of the world. How about cases where prospective couples have to prolong their courtship indefinitely for lack of money to pull the wedding through? How about marriages that dissolve because of financial disputes.

I could go on and on with instances where financial ignorance have cost people their precious relationships. But I see that is not necessary because you have already envisaged the tremendous benefits of Financial Intelligence in a relationship.

## **8.) SAVINGS AND INVESTMENT:**

I don't think I would be wrong to say that ants have more Financial Intelligence than most human beings. The Wise man had remarked, " Go to the ant, thou sluggard; consider her ways, and be wise: which having no guide, overseer, or ruler, provideth her meat in the summer, and gathereth her food in the harvest." (Proverbs 6:6-8 - KJV)

Whether you are a student, civil servant, employee, Entrepreneur or Employer of labor, the need for savings and investment cannot be overemphasized. It takes Financial Intelligence for one to be wise enough to not only think about ways of saving money, but also making the money work for them (investment) to produce more money.

"Ship your grain across the sea;  
after many days you may receive a return.  
Invest in seven ventures, yes, in eight;  
you do not know what disaster may come upon the land."  
(Ecclesiastes 11:1,2 – NIV)

Don't wait for the disaster. Do it now!

## **9.) LIFESTYLE:**

Financial Intelligence will change your lifestyle for good.

Have you ever imagined how life will look like if money was never a barrier to achieving all that you dream? In fact, why should it be? You were created to dominate and rule over everything on earth and money was no exception. As you improve on your Financial Literacy so will your lifestyle follow suit.

### ***10.) TIME FREEDOM:***

If you are familiar with Robert Kiyosaki's Cash flow Quadrant, you will admit that those on the left side of the quadrant have very little or no control over their time. They most work from 9am to 5pm and spend their whole life building another's man dream. No sufficient time for family, hobby and for pursuing their dream.

I know there are some corporate workers that love their job and are very comfortable in the rat race. But that does not describe me and neither should it describe you if you value your time.

### ***11.) TRAVEL:***

I don't know about you, but I am very adventurous by nature. How can Financial Intelligence help me travel more? Well, it is obvious that with financial literacy I can make better financial decisions that will produce the money I need to embark on adventurous travels to exotic places.

### ***12.) HEALTH:***

A music artist once sang that the only problem he has is "Too much money that he does not know how to spend it". Who wouldn't want that kind of 'good' problem. Hahaha.

On the other hand, there are certain people that worry to death over how to settle their bad debt, how to pay their children's school fees, how to complete their residential building, when the Government is going to pay their retirement benefits, what they should eat, what to wear, etc. These worries compound to cause serious health breakdown in these people especially in old age.

The moment you achieve Financial Freedom as a result of acquiring financial intelligence, you will discover that more than 70% of the worries, anxiety, and other health issues that come with Poverty will be gone from your life.

### **13.) CHARITY:**

Look around you!  
What do you see?

Now take a walk down your street and pay close attention to the facial expression of every person you meet. By simply looking at them, can you tell the ones that are hungry?

Maybe yes, maybe no.

The fact is, there are people all around you who are in need of food, clothing and shelter. You can find them in the streets, remand homes, orphanages, name them. What can you do to improve the lives of these persons? Perhaps you have thought of giving a helping hand but you were limited by your finances. Perhaps you have never thought of this before in your life.

Listen! There is something phenomenal, if not mystifying, about GIVING - especially when it is unreservedly from the bottom of your heart. The quote: "Givers never lack", holds true till date. Maybe, you crave to earn more so you can reach out to the less privileged.

Well, you need not crave no more. Acquire Financial intelligence, apply the knowledge in making wise financial decisions and sooner or later, you will be able to achieve that dream of being a philanthropist.

### **14.) FORTITUDE AGAINST MONEY SCAMS:**

"My people are destroyed for lack of knowledge: because thou hast rejected knowledge, I will also reject thee..." (Hos 4:6 - KJV).

Before discovering my purpose as a Financial Intelligence Coach, I have been in series of Businesses, some have failed and some have succeeded. Through it all, I want to say that it is stunning to see how people can be so nonchalant concerning the matter of increasing their knowledge on financial issues.

Perhaps, to them, learning stops after graduation or convocation. I believe that attitude is wrong. Learning never stops! If Professors of Law and Medicine are still looking for avenues to advance their knowledge, why should a graduate,

entrepreneur or employee close his/her mind to learning about now opportunities and avenues to wealth. I intend to write on a series of blog posts that deals with practical steps on how to ditch this unprogressive mindset. Watch out for it anytime soon on [fintelcoach.com](http://fintelcoach.com).

Knowledge is the only cure for ignorance. Anyone that wants to fortify himself against financial scams should be willing to open his mind to LEARN. Acquire the basics of Financial Intelligence and you will be on the right track to financial freedom.

## ***15.) PERSONAL DEVELOPMENT:***

By the time you begin the quest for Financial Intelligence, you will discover that there is so much to learn. "The more you study, the more you discover your ignorance". And the result? Personal Development.

Personal development is a lifelong process. It covers activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance the quality of life and contribute to the realization of dreams and aspirations. It is a way for people to assess their skills and qualities, consider their aims in life and set goals in order to realize and maximize their potential.

God bless your life if one of those aims is Financial Freedom. Then you know you definitely need Financial Intelligence to achieve that.

All in all, I can now take a bow, knowing full well that you have added to your knowledge.

### **NOW YOU KNOW...**

- that there is more to intelligence than taking the first position in class,
- that the knowledge of how money works is what is referred to as Financial Intelligence,
- that Financial Intelligence is the surest and only means to attain Financial Freedom.
- that the benefits of Financial Intelligence covers EVERY aspect of your life and
- that you need to do something urgently to ensure you acquire it, nurture it and most importantly APPLY it.

PHEW.

And there you have it!

My promised FREE birthday gift...

I want to believe you have learnt a thing or two. In case you have any questions, comments, suggestions or even criticism, feel free to fire them to me by email via: [info@fintelcoach.com](mailto:info@fintelcoach.com)

I celebrate you for taking the time to read this piece.

You've just taken the first step towards increasing your Financial Intelligence and the FINTEL Coach is saying that you are just an information away from Financial Freedom. Seek it out!

## ABOUT THE AUTHOR



I am Obot Essiet Jr., your Financial Intelligence (FINTEL) Coach and an Architect-in-the-making. I love my career and I am doing pretty well by God's grace.

However, I don't want to limit myself to the left side of the Cashflow Quadrant. I discovered the need to expand my sources of income. So I began the process of porting to the 3rd and 4th Quadrants. I also felt the need to give back to society and add value to the lives of people.

Hence, I became a devoted Help Partner and Team Leader with one of the fastest growing Charity organizations in Africa. I am also a Professional Photographer, a Poultry Farmer and a serial Entrepreneur.

Above all, I am very passionate about helping people attain Financial Freedom by breaking some trans-generational limiting beliefs about entrepreneurship, money and wealth creation.

If this book impacted your life in anyway and you want to know more about what I do;

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