

FINANCIAL WELLNESS

"Master your money, secure your future!"

Ice Breaker

"If money was a person, how would you describe your relationship with it?"

- a) "Money and I are best friends—I know how to take care of it!"
- b) "It's complicated... sometimes we get along, sometimes we don't!"
- c) "Money ignores me no matter how hard I try to keep it close!"
- d) "We're working on building a better relationship!"

Meet Linet The High Earner with Empty Pockets



- Linet, a 29-year-old marketing executive, had a great job at a top firm. She earned a **comfortable salary** and lived in a nice apartment in the city. Every month, her pay-check arrived, and she felt like she was on top of the world.
- But despite her earnings, Linet is always found herself **broke before the next payday**
- Linet never worried about money because she earned well. She believed that as long as she had a steady job, she was financially stable.
- She had **no budget, no savings plan, and no investment strategy**. Her spending habits included:
 - ✓ **Dining out** multiple times a week with friends.
 - ✓ **Upgrading to the latest gadgets** every few months.
 - ✓ **Luxury vacations** on his credit card.
 - ✓ **Renting an expensive apartment** beyond his needs.
 - ✓ **Ignoring his student loans**, only making minimum payments.
- At the end of the month, her bank balance was near **zero**, but she convinced herself that she was fine because "another paycheck **is** coming soon."



Blinded by the Paycheck: A Story of Financial Blindness

The Wake-Up Call

One day, Linet's company announced layoffs due to budget cuts. She **wasn't laid off**, but it made her think:

"What if I lost my job today? How long could I survive without a paycheck?"

For the first time, she checked her finances and realized:

- ✘ She had **no emergency savings**—not even enough to survive one month.
- ✘ she was **living paycheck to paycheck**, despite her high salary.
- ✘ She had **accumulated credit card debt**, paying high interest rates.
- ✘ She had **no investments** or retirement savings.

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That's when it hit her— she wasn't **wealthy**, she was just **spending everything she earned**.

A high salary doesn't mean financial success. Wealth is built by managing money wisely, not just earning it.

Nyambura the Baker



Nyambura a 32-year-old small business owner, had always been passionate about baking. After years of saving, she finally opened "Sweet Delights," a cozy bakery in the heart of the city. Business was booming—customers loved her pastries, and sales were strong. But behind the success, Nyambura had one big problem: she had **no idea** about her financial position.

Spending Without a Plan

Every morning, Nyambura bought fresh ingredients, paid her employees, and restocked her supplies. She loved experimenting with new recipes, often purchasing expensive ingredients without checking her budget. Her logic was simple: *"As long as the bakery is full of customers, we must be doing well!"*

But she **never tracked her daily expenses, profits, or debts.**

Ignoring the Warning Signs

One day, her supplier refused to deliver flour because she had **missed two payments.** Confused, she checked her bank account and was shocked—her balance was almost **zero.**

"But I've been making so many sales!" she thought.

She had forgotten about:

- ✓ Rent payments piling up
- ✓ Unpaid business loans
- ✓ Employee salaries due
- ✓ Credit card debt growing from unnecessary expenses



The Reality Check

Feeling overwhelmed, Nyambura finally sat down with an accountant. The numbers painted a grim picture:

- ✘ Her expenses were **40% higher** than her income.
- ✘ She had **no savings**—every shilling earned went straight into expenses.
- ✘ She was **relying on credit** without realizing she was deep in debt.

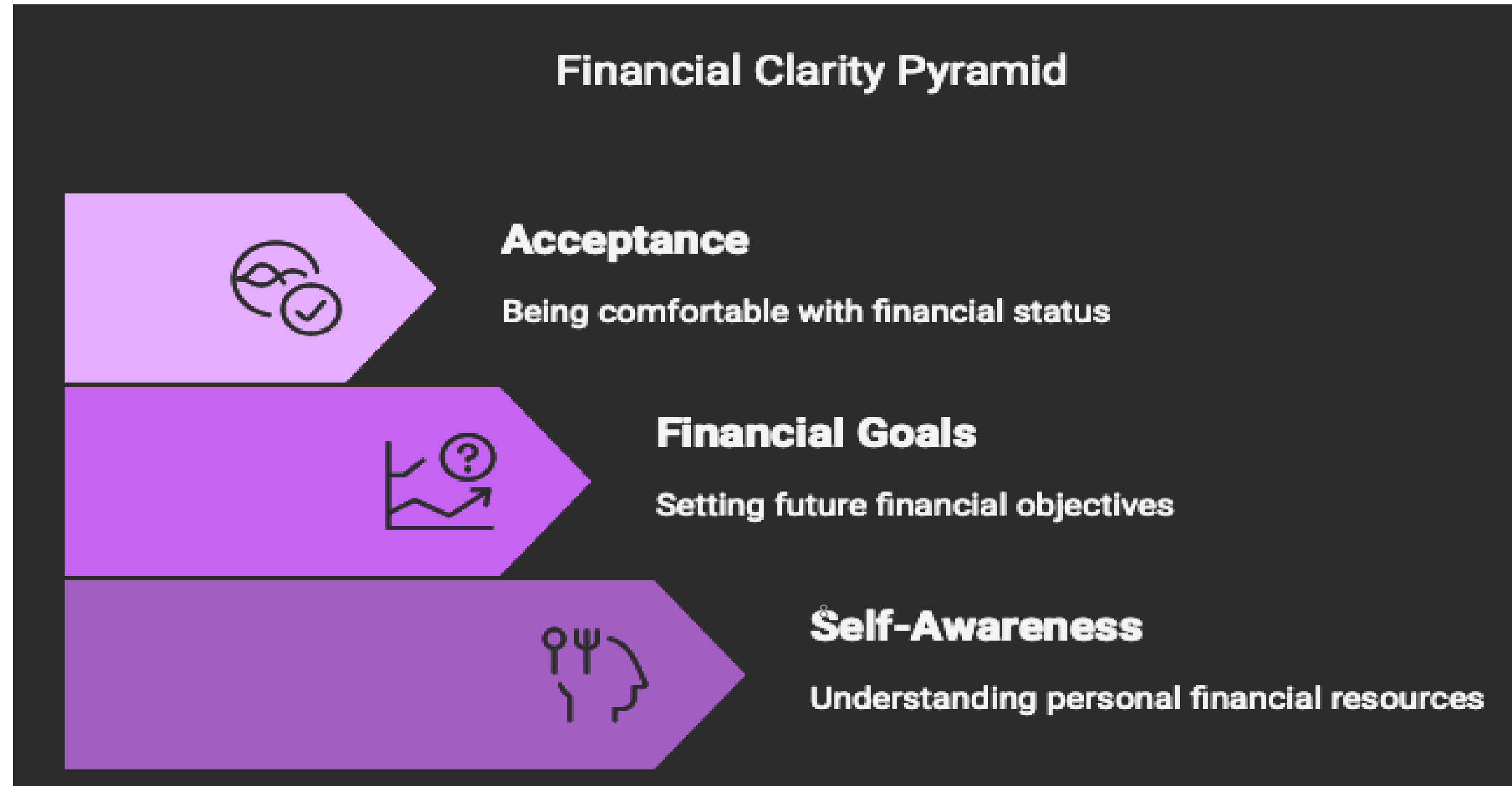
Her accountant explained: *"You're not running a business—you're running on luck. Without understanding your cash flow, your bakery could close in months."*

Questions to set the stage

1)What's one money mistake you regret the most?

2)What's one financial lesson you wish you learned earlier in life?

What is Financial Wellness



- **The aim of financial wellness is to be financially free. Financial freedom is the ability to do what you want to do, with who you want to do at the time you want to do with money not being a significant determinant.**

- *Financial fitness is not a pipe dream or a state of mind. It's a reality if you are willing to pursue it and embrace it. ~Will Robinson*
- *A person either disciplines his finances or his finances disciplines him.
~Orrin Woodward*

Why Plan Your Finances

- **To ensure you have a nest egg incase of an emergency**
- **Peace of mind**
- **Financial freedom**
- **To continue with the same standard of living before and during retirement**

Why People Don't Attain Financial Freedom

1. Mental conditioning that they do not deserve to be financially great. In turn;

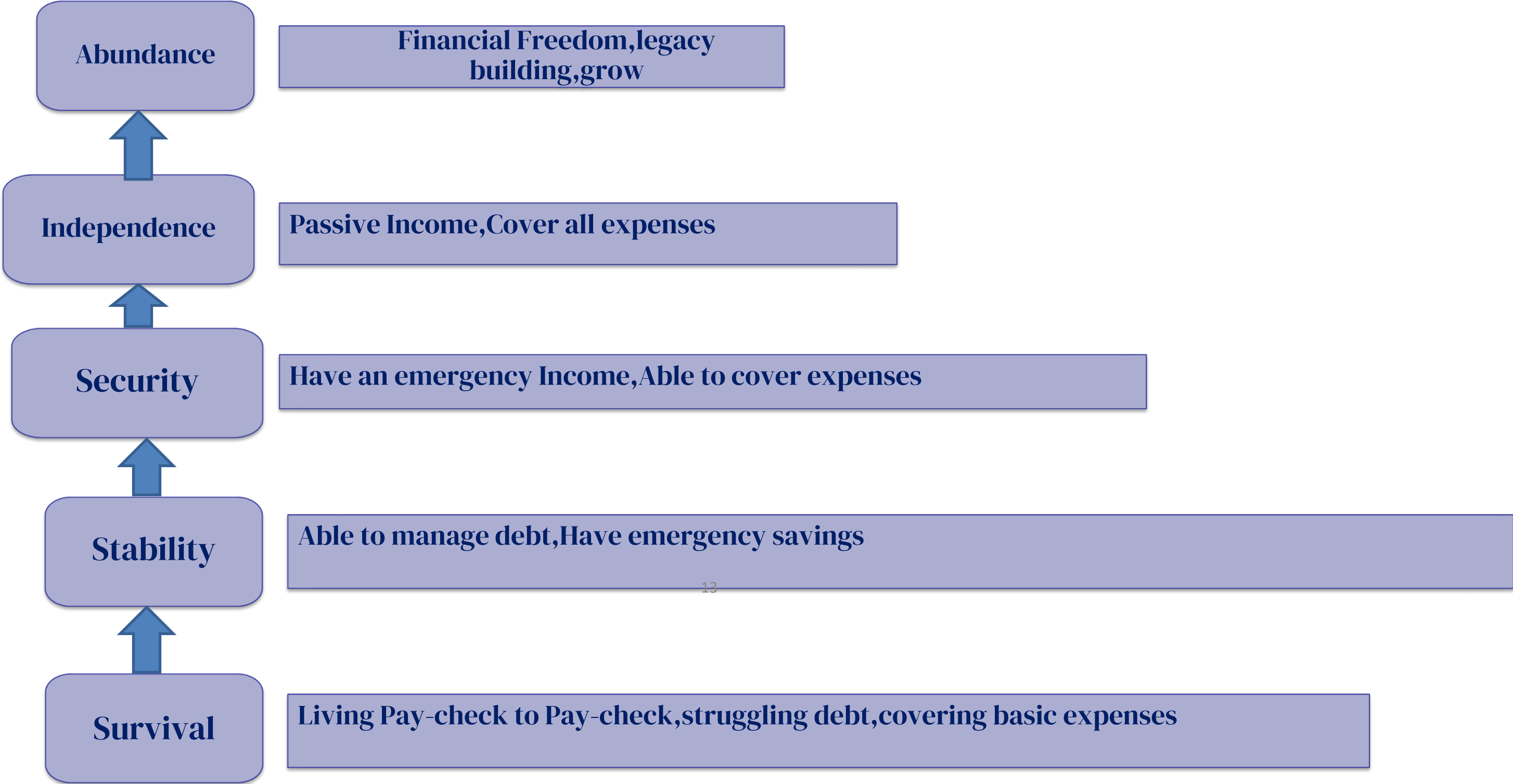
- **They spend it or invest it foolishly.**
- **They lend it, lose it or give it away.**
- **They engage in self-sabotage.**

2. Lack of sufficient knowledge on what they need to do to be financially independent

Assessing our Money Mindset

- You have just received USD 10,000 in Bonus or a good business deal. What will you do with that money

What are Stages of Financial Wellness



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Financial Planning Process



The Road Map to the Financial Position

Current Position



Where we want to Be

- What do we have as physical assets
- What actions we need to take
- The relationships we need to grow

Based on the Gaps of where we want to go

Goals, Itemised into short term, medium term and long term

Physical & Investment Assets

- Shares
- House
- Deposits

Intangible Assets

- Good Mind
- Time
- Networks

Actions need to be taken

- Strengthen your Income sources
- Maximize current Income and Investments
- Strengthen Financial Position

Relationships we need to Grow

1 Strengthen Business relationships

2 Financial and Investment Networks

3 Personal Growth and Mentorship

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What does our Financial Position Comprise

1. Assets

What assets we have – An **asset** is any **resource** that holds economic value and is owned or controlled by an individual or a business with the expectation that it will provide future benefits.

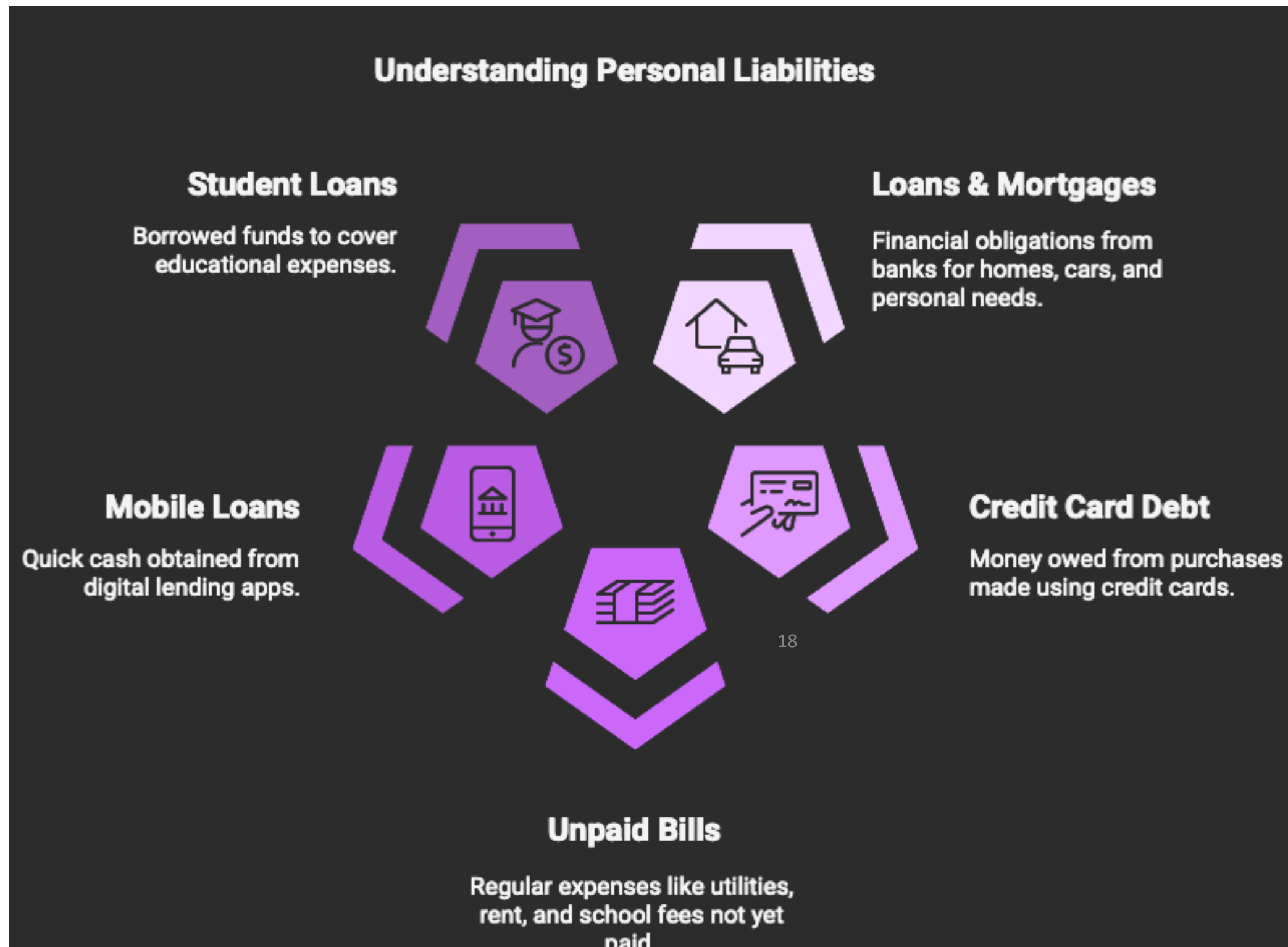
Key Characteristics of an Asset:

- ✓ **Ownership** – The asset is legally owned by a person or entity.
- ✓ **Value** – It has a measurable economic worth.
- ✓ **Future Benefit** – It can generate income, be sold for profit, or provide utility over time.

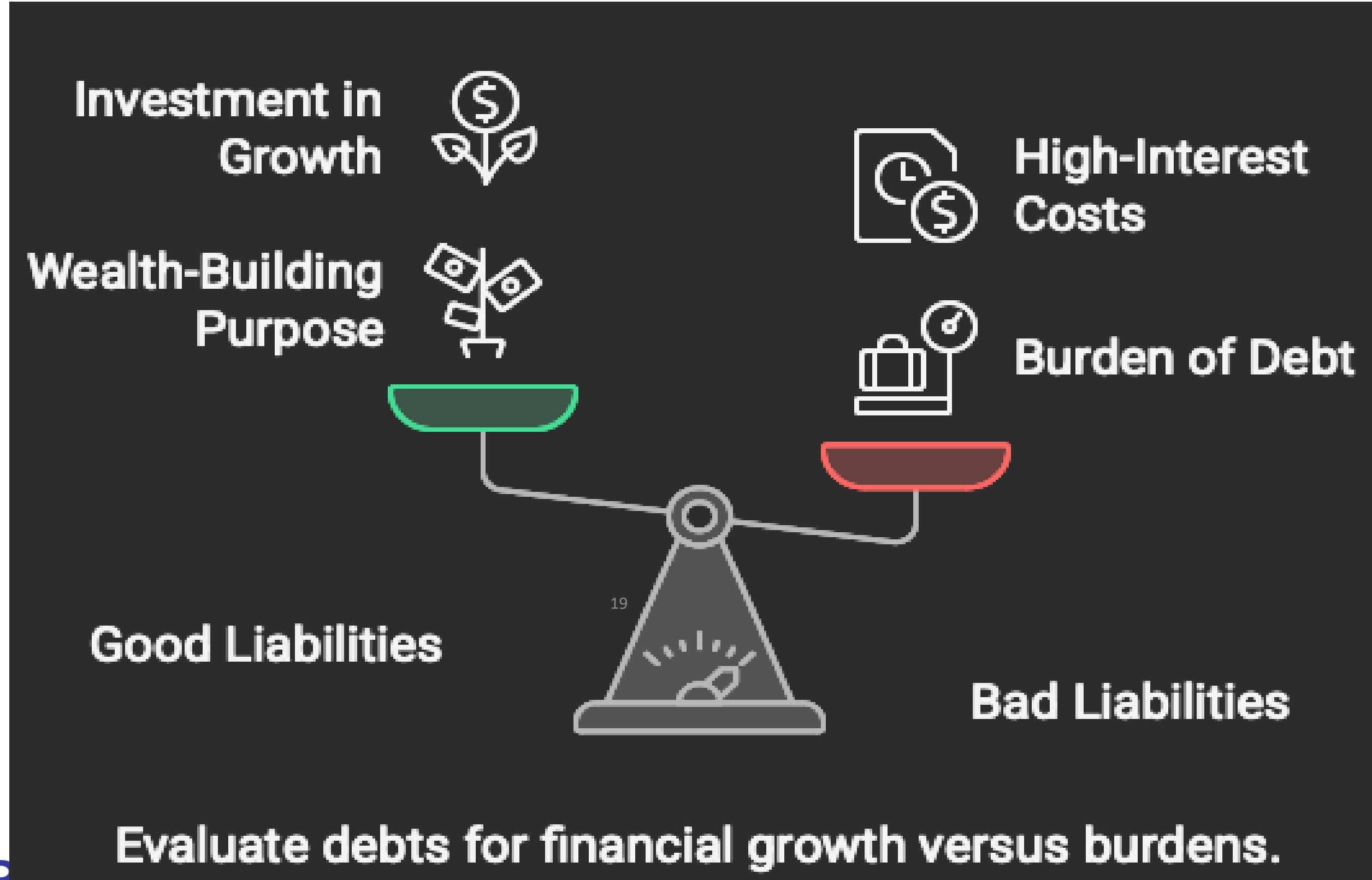
1. – Let us list down our key assets

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Sources of our Liabilities



Liabilities: Burden or Opportunity?



Evaluate debts for financial growth versus burdens.

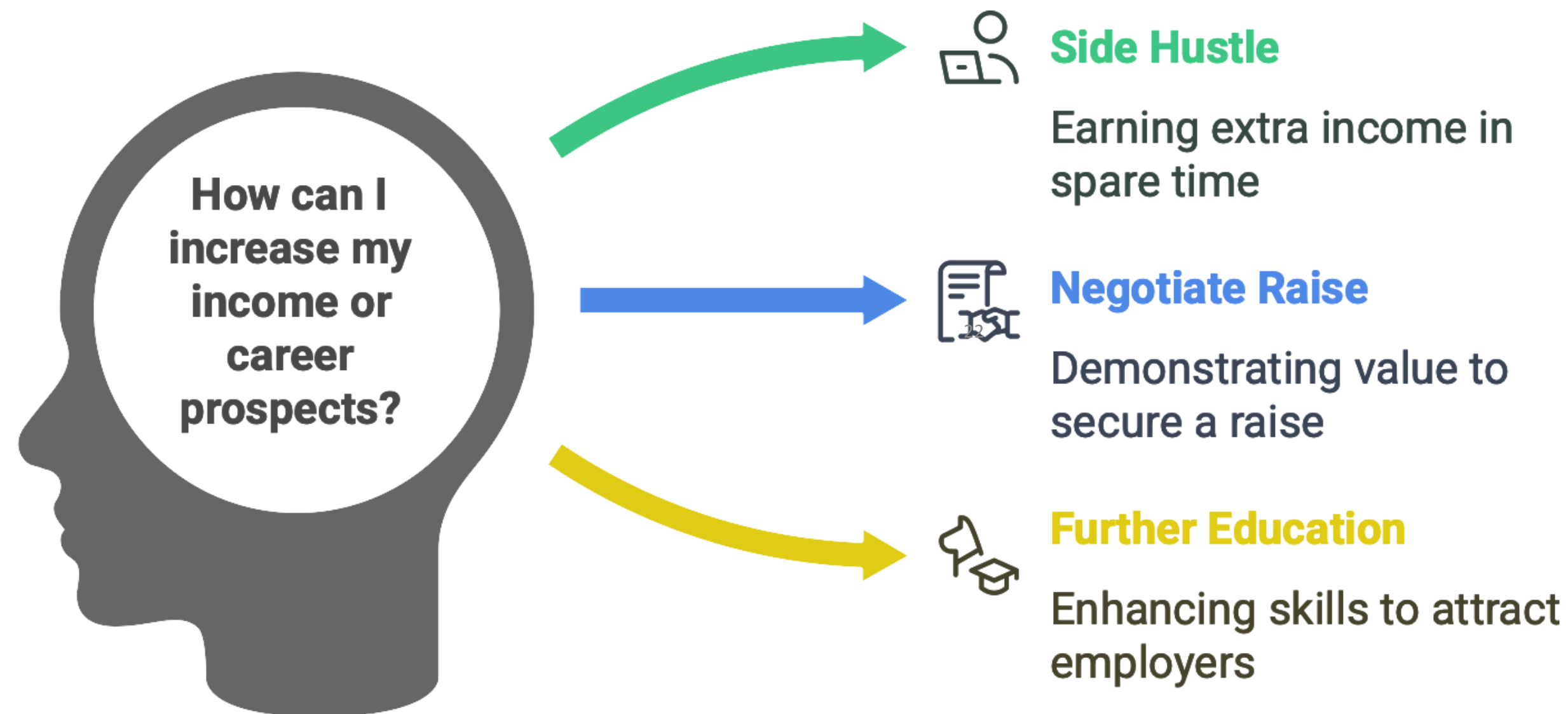
Key Pillars of Financial Security

Key Pillars of Financial Security

- **Budgeting**
- **Saving**
- **Debt Management**
- **Investing**
- **Retirement Planning**
- **Estate/Succession planning**
- **Taxation planning**
- **Insurance**

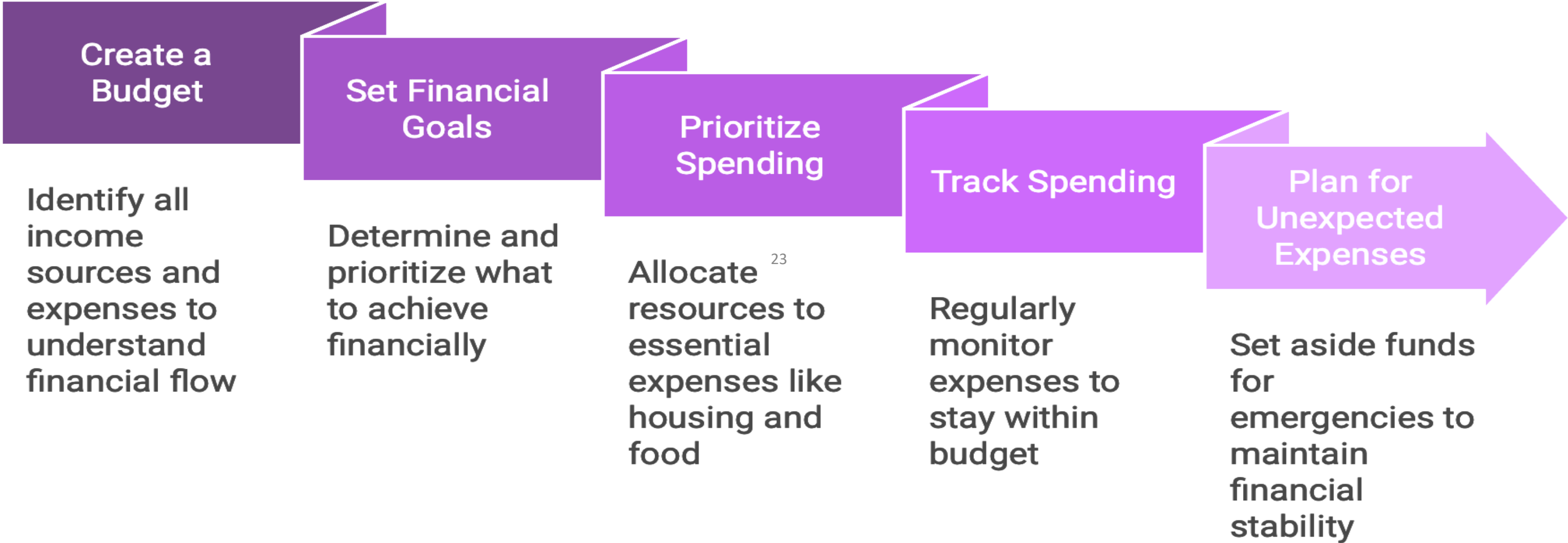
Budgeting- Top Income Line

When you work on something that only has the capacity to make you 5 dollars, it does not matter how much harder you work – the most you will make is 5 dollars.” — Idowu Koyenikan



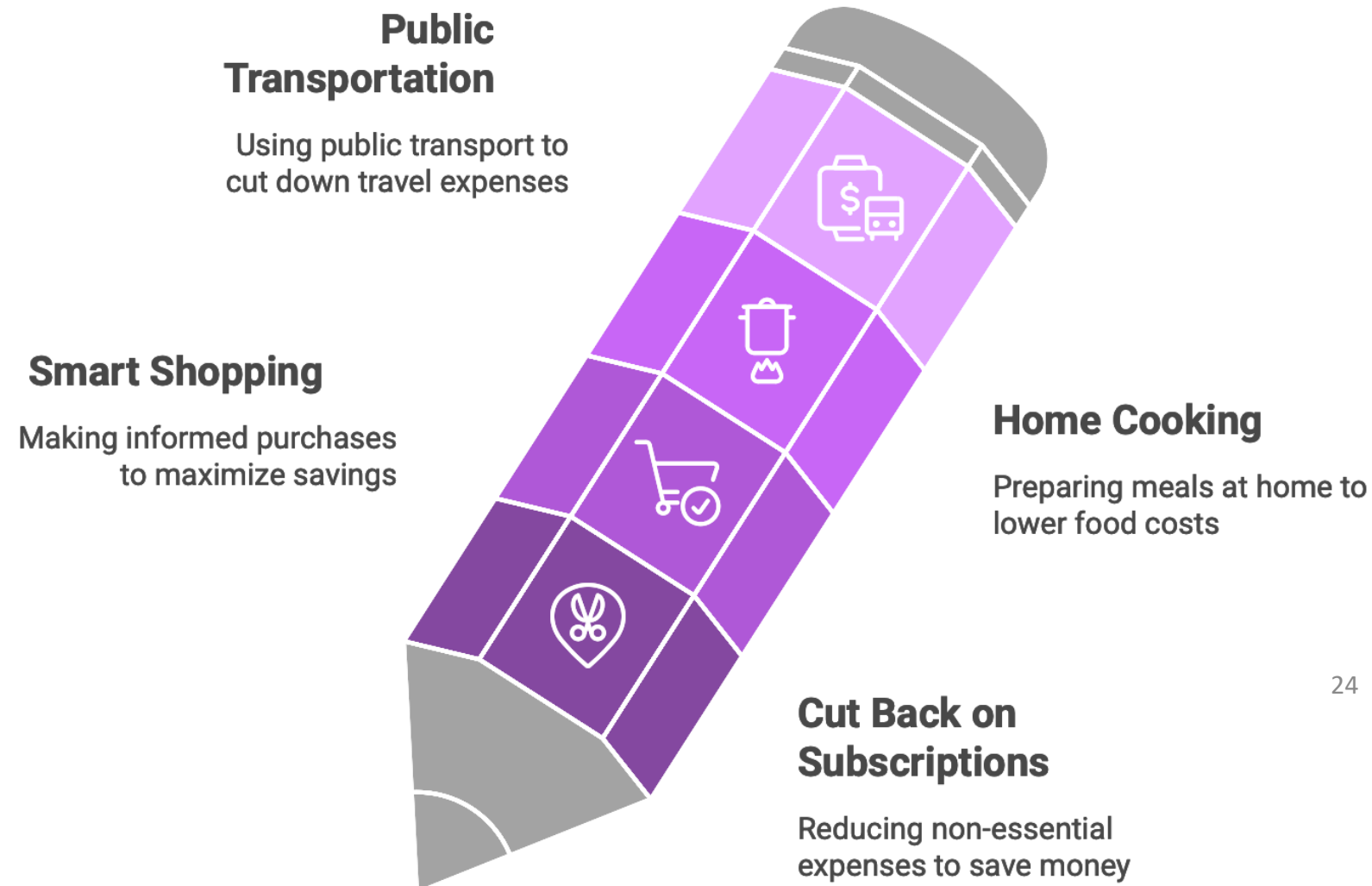
Don't tell me what you value, show me your budget, and I'll tell you what you value. ~Joe Biden

Financial Management Process



Easy Ways to Reduce our Expenses

Strategies for Financial Savings



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Example: Cooking at home can save you around Kshs 350 (USD 3) per day. For 20 work days in a month, this totals to Kshs 7,000 (50) a month and Kshs 84,000 (600) a year.

By cooking at home, you can save at least 20% on total food expenditure

Easy Ways to reduce our expenses

Shop smarter. Look for specials. But don't buy things just because they're on sale.



[Ketepa Pride Untagged Catering Pack-100's](#)
KSh157



[Ketepa Pride Standard Untagg Teabags -100's](#)
KSh209

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[Ketepa Pride standard Tagged Teabags - 100's](#)
KSh237



[Ketepa Pride standard Enveloped & Tagged Tea Bags -100's](#)
KSh309

Look out for value and do not be carried away by looks

How To Curb Unnecessary Spending

“Beware of little expenses; a small leak will sink a great ship.” — Benjamin Franklin

Effective Budgeting Strategies



Weekly Budgeting

Setting a fixed amount for spending each week



Shopping Lists

Using lists to avoid impulse purchases



Avoiding Shopping Trips

Limiting visits to stores without specific needs



Cash Usage

Paying with cash to control spending



Delayed Gratification

Waiting to see if a purchase is necessary

Try to save something while your salary is small; it's impossible to save after you begin to earn more. ~Jack Benny

Comprehensive Financial Management



Saving Early

Start saving as soon as possible



Savings Plan

Save 10-20% of your salary



Pension Scheme

Save in pension to reduce taxes



Emergency Fund

3-6 months' living expenses



Monthly Expenses

Pay periodic expenses monthly



Medical Coverage

Obtain good medical coverage

Tax Savings using Pension

	Amount (KSh)
Gross Salary	100,000
PAYE (Tax)	(16,742)
NSSF (New Rates - Tier 1 & 2)	(2,160)
NHIF Contribution	(1,700)
Housing Levy (1.5%)	(1,500)
Total Deductions	(22,102)
Net Salary (Take-home Pay)	77,898

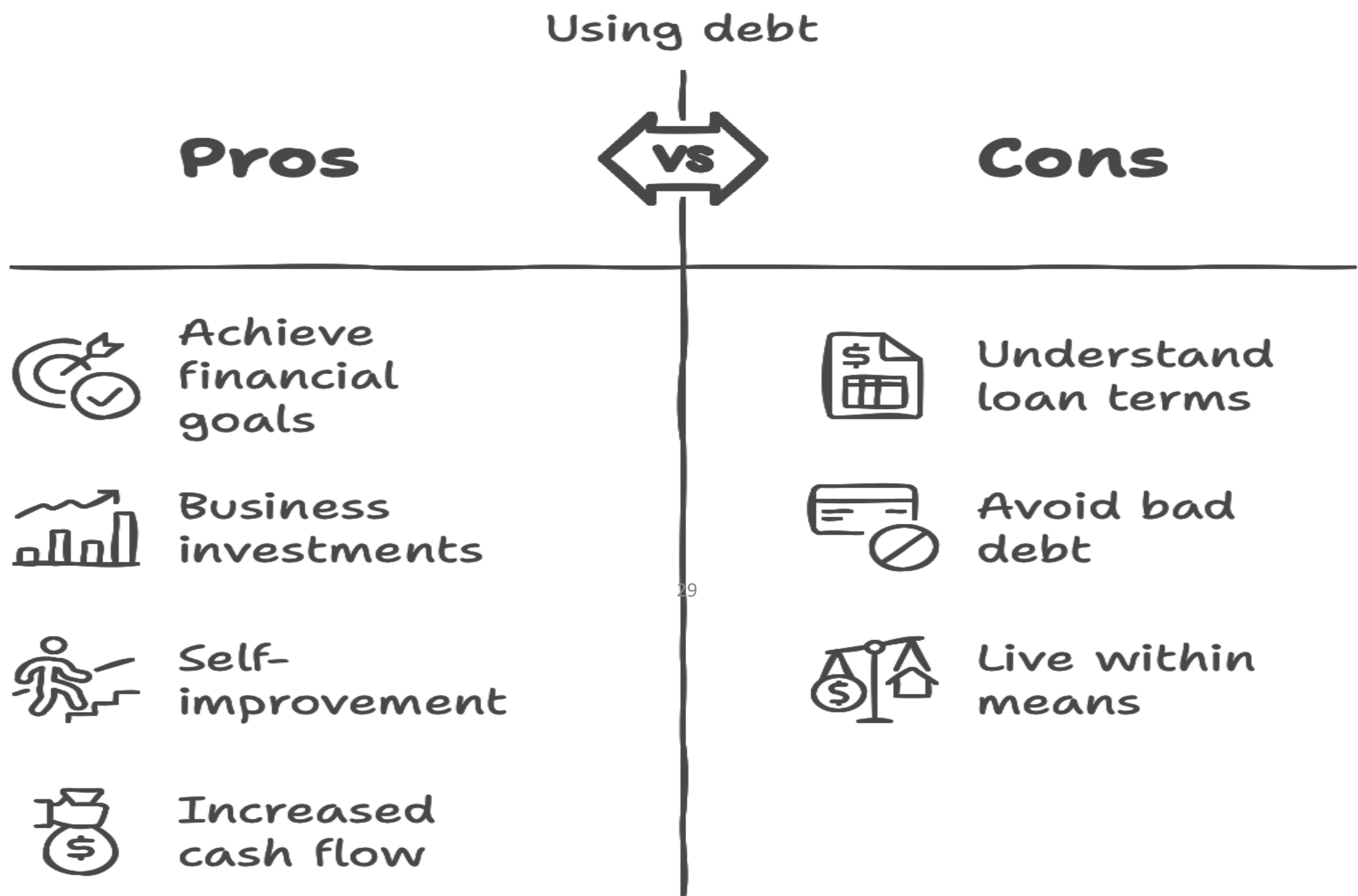
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Item	Amount (KSh)
Gross Salary	100,000
Pension Contribution (Tax deductible)	-20,000
Taxable Income	80,000
PAYE (Tax on 80,000)	-11,742
NSSF (New Rates - Tier 1 & 2)	-2,160
NHIF Contribution	-1,700
Housing Levy (1.5%)	-1,500
Total Deductions	-37,102
Net Salary (Take-home Pay)	62,898

One saves Kshs 5,000 in tax by contributing kshs 20,000 into a pension scheme and that increases to 7,800 if one contributes Kshs 30,000.

Over a 10 year period the saved amount would accumulate to 1,032,000 at an average return of 10%

Debt Management



Why Do people Get Into Bad debt

Understanding the Key Factors Leading to Debt Accumulation



How to Get out of Debt

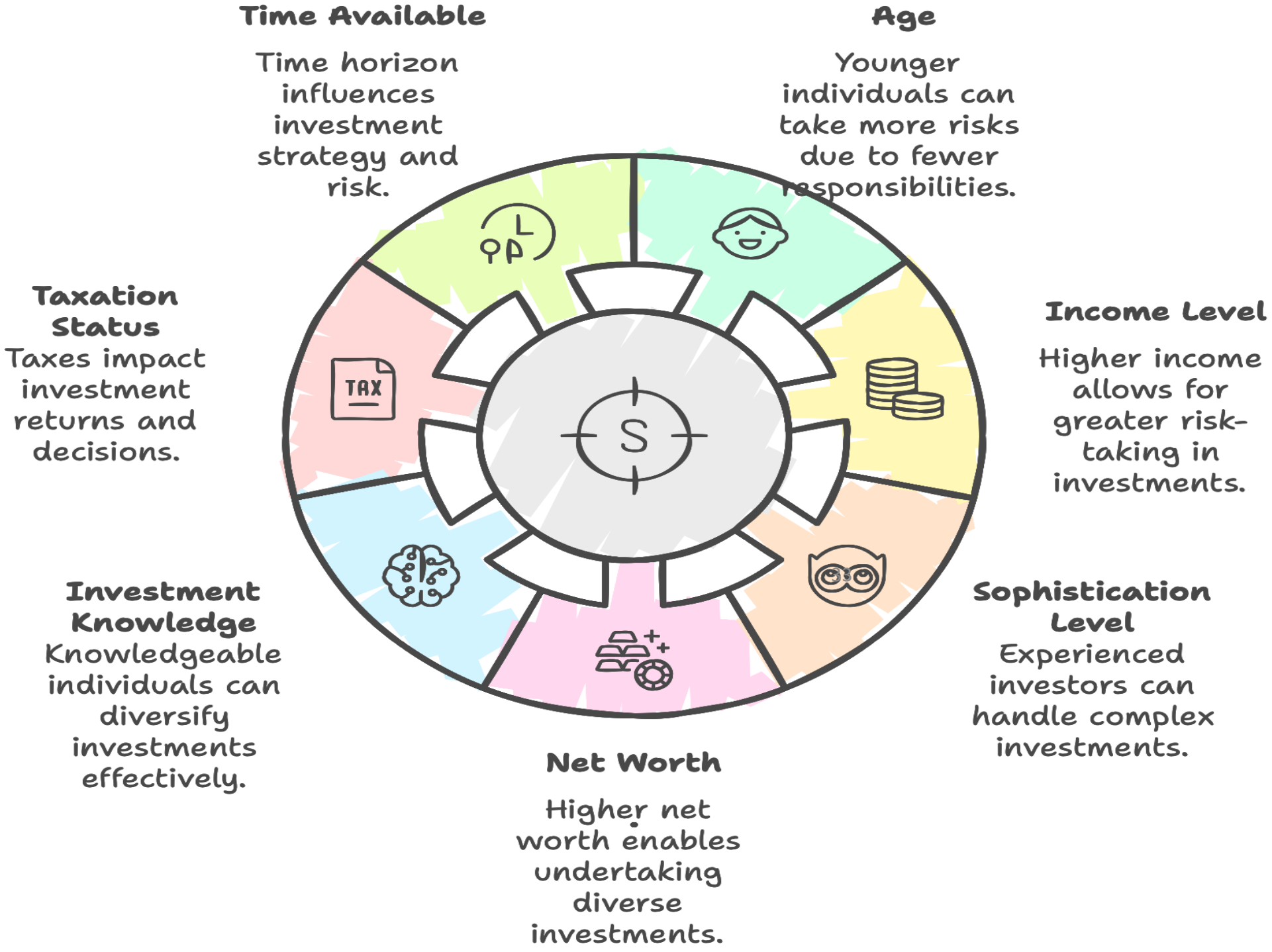
Steps to Financial Stability



- **Investments is the purchase of products today with the aim that it shall provide an income in the future and will be sold at a higher price so at a profit.**
- **There are different ways of investing and they can be classified as either;**
 - **Informal: Chama, Personal Investments, Starting a business etc**
 - **Formal: Investing in pooled funds, Staff Retirement benefits scheme, Saccos etc**

Investments- Key considerations while Investing

Factors Influencing Investment Decisions

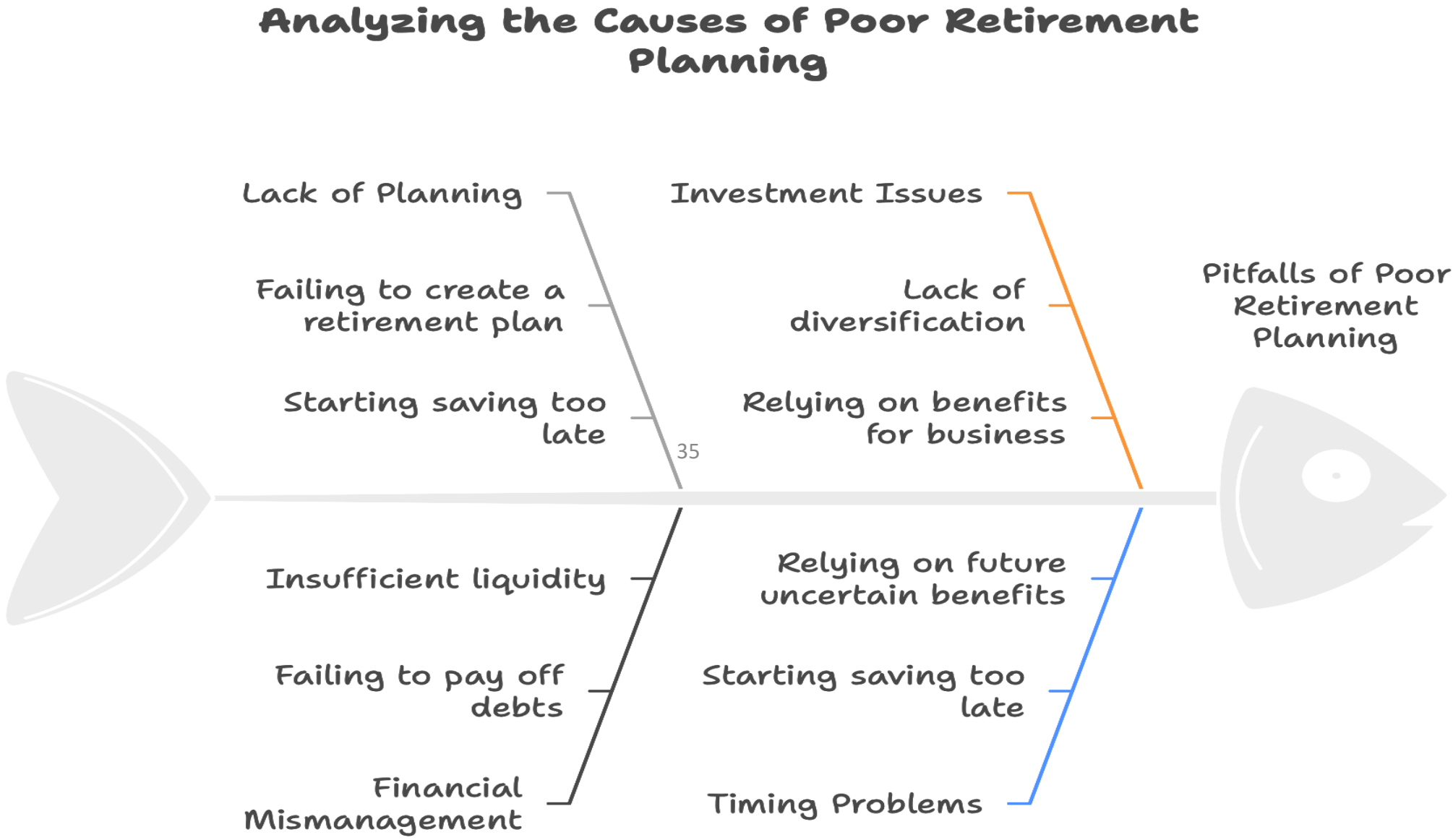


Summary of key investment characteristics

Security	Potential Return	Risk Profile	Liquidity
Shares/Stocks	High	Medium to High	Medium
Property Development	Very High	Very High	Very Low
Income Property	High	High	Low
Government Bonds and Bills	Medium	Very Low	High
Deposits and Cash	Medium	Medium	High
Unit Trust	High	Medium	High
Sacco Savings	Medium	Low	Low
Starting Business	High	High	low
Offshore Investments	High	Medium to High	High
Cryptocurrencies and Derivatives	Very High	Very High	High

Retirement Planning

➤ Aim to achieve 70% to 80% of your pre-retirement income to maintain your income level during retirement.



Estate Planning

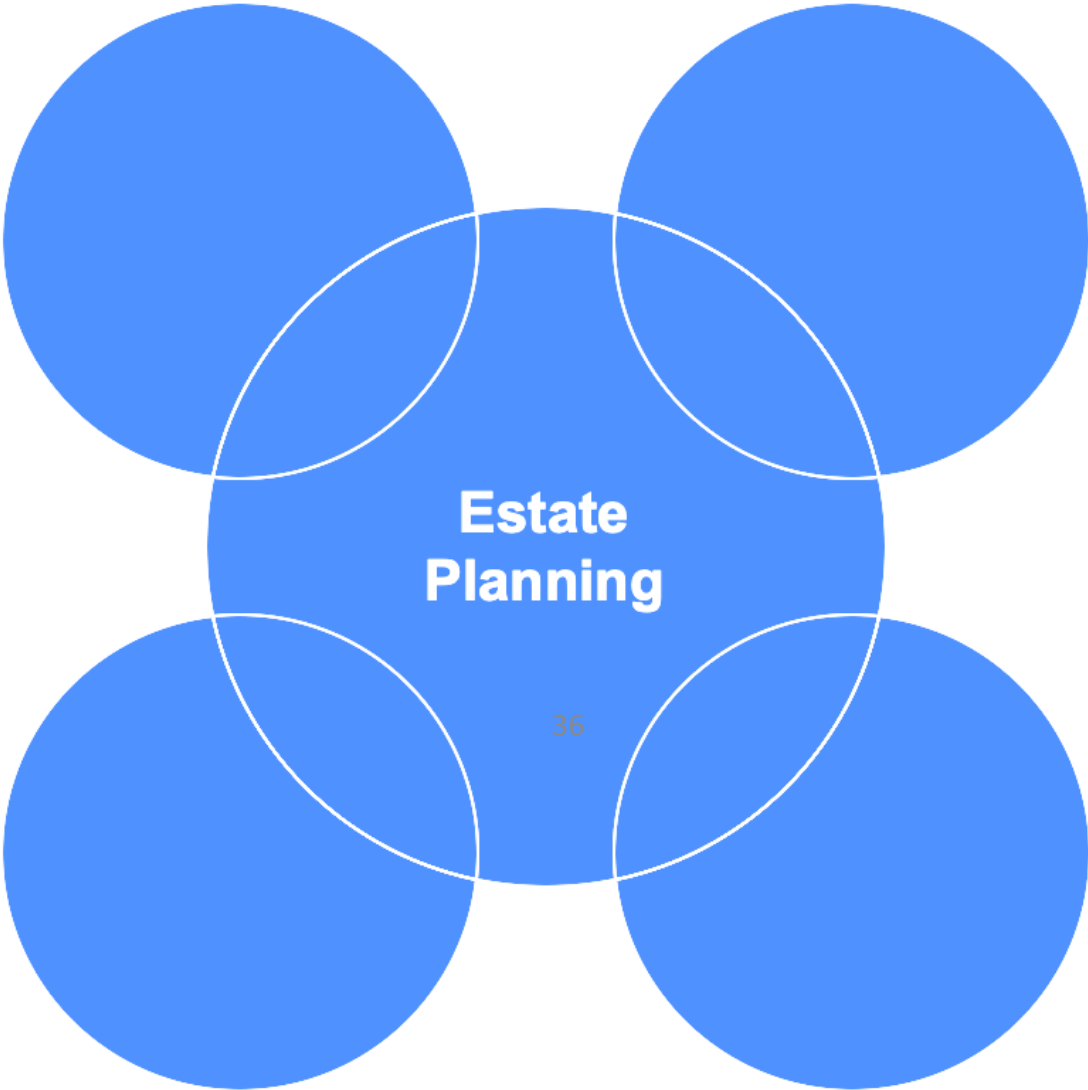
Secure Your Legacy

Personal Protection

Designating decision-makers for medical and financial matters if incapacitated.

Time and Cost Savings

Avoiding probate to save resources and expedite asset distribution.



Beneficiary Protection

Ensures loved ones are cared for and assets are distributed as intended.

Tax Efficiency

Strategically transferring wealth to minimize tax liabilities.

Strategic Tax Planning for Financial Success and Security

Minimizing Risk

Mitigating audit and tax-related issues for peace of mind.



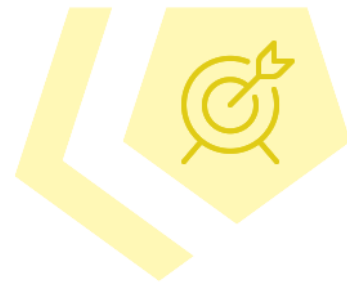
Reducing Tax Liability

Utilizing strategies to lower tax bills and retain more income.



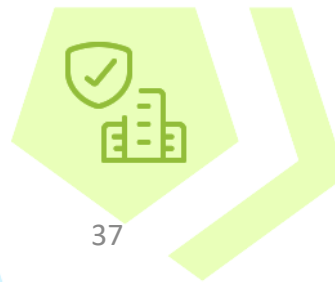
Achieving Financial Goals

Aligning tax strategies with personal and business objectives.



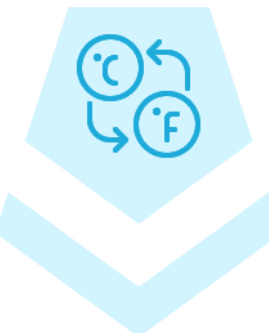
Avoiding Penalties

Ensuring compliance to prevent additional charges and interest.



Increasing Cash Flow

Enhancing financial liquidity for investments and debt reduction.



Key Take out

People want to become wealthier to make them happier. Happiness is a complicated subject because everyone's different. But if there's a common denominator in happiness—a universal fuel of joy—it's that people want to control their lives. It is the highest dividend money pays – Psychology of money

How do you get here:

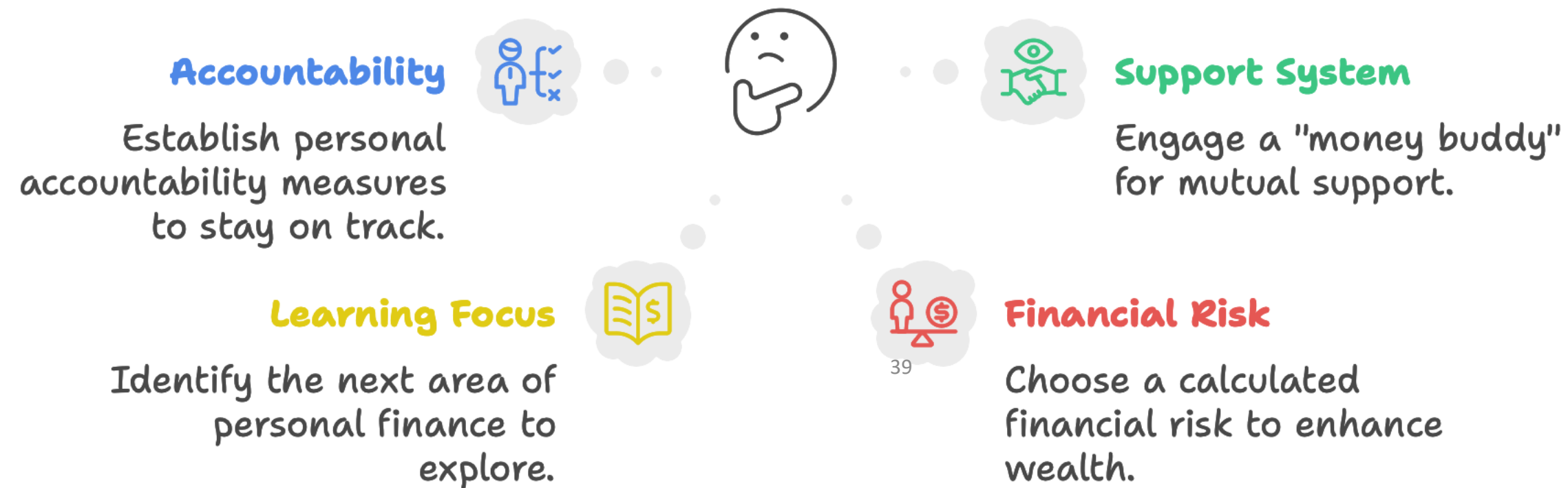
- **Starting early**
- **Discipline, Patience, and consistency**
- **Investing in self**
- **Seeking help**

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“Wealth is the ability to fully experience life.” –Henry David Thoreau

“The goal isn't more money. The goal is living life on your terms.” –Chris Brogan

How to enhance your financial journey?

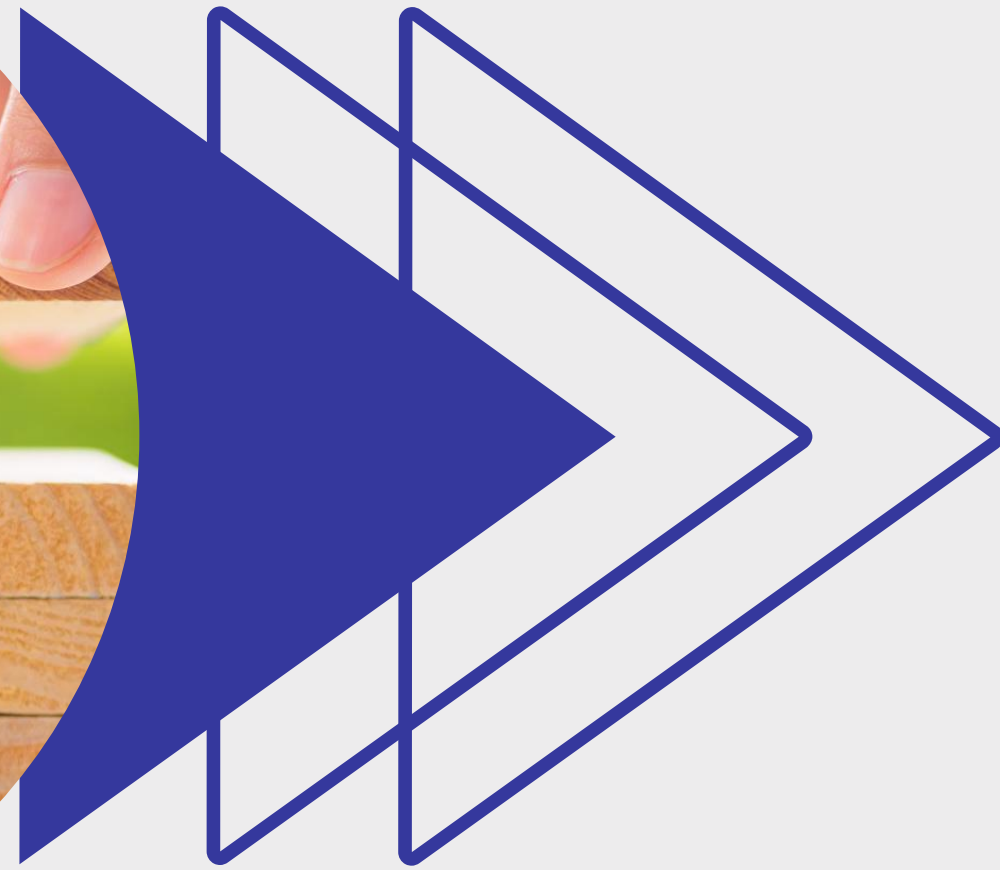


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END

Examples of how to increase our income

Q&A



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Who is Zurit

ABOUT US

WHO WE ARE

We are bespoke Wealth Management Company focused on both individuals and corporates looking at growing wealth sustainable .

OUR VISION

Making financial prosperity the norm

MISSION

Deliver simple efficient Financial Trainings and Advisory Solutions which form the cornerstone thriving investments.

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OUR VALUES

Excellence / Innovation / Collaboration / Accountability / Impact

Our Solutions – Training

Training



- **Planned Monthly Trainings:**
- **Individuals – Prosperity Blue Print**
- **SME- Business Structuring Masterclass**
- **Trustees & Saccos – Fundamentals of Investments**

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- **Institution Specific Trainings:**
- **Personal Financial Training**
- **Retirement Planning**
- **Board and Management Trainings**

Our Solutions – Advisory

Advisory



Corporates

- **Transactional Advisory and Fund Raising**
- **Business Review and Re-Engineering**
- **Business Support**
- **Strategy preparation and review**

Individuals

- **Wealth planning & Management – Goal setting, Debt ,Management, Retirement Planning , Estate Planning, Insurance Planning**
- **Strategy preparation**
- **Investment Execution**

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Our Solutions – Chama Investment Solution (CIS)

- We have many people in organised groups and we know that the next growth part is in corporatization of Chama's . To help with this we have solution aimed specifically for this group.
- The Solution comprises of:
 - Member Trainings
 - Preparation of the Investment Policy Statement/ Business plans and Strategy
 - Investment Performance Review

Our Solutions – Trustees Investment Solution (TIS)

The Trustees owe their members duty of care and they need to work with professionals to offer these services. We work with the trustees in:

- **Preparation and review of Investment Policy Statements**
- **Preparation and Review of the Investment Strategy**
- **Investment Advisory**
- **Independent Trusteeship**
- **Investment Training**

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Some of Our Partners



THANK YOU

For your Attention

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THANK YOU



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