



# What Is Enough?

Based on: Your Money or Your Life

By: *Joe Dominguez, Vicki Robin*

Part 1



# Credits / Hat Tip:



Michael Argyle, The Psychology of Happiness. London: Methuen & Co., Ltd., 1987. Alan AtKisson, editor, Indicators of Sustainable Community. Seattle, WA: Sustainable Seattle, 1995. Gerald O. Barney, Global 2000 Revisited: What Shall We Do? The Critical Issues of the 21st Century. Arlington, VA: Millennium Institute, 1993. Frithjof Bergmann, On Being Free. Notre Dame, IN: University of Notre Dame Press, 1977. Lester R. Brown et al., State of the World 1996. New York: W.W. Norton & Co., 1996. Edgar Cahn and Jonathan Rowe, Time Dollars: The New Currency That Enables Americans to Turn Their Hidden Resource—Time—into Personal Security & Community Renewal. Emmaus, PA: Rodale Press, 1992. Herman E. Daly and John B. Cobb, Jr., For the Common Good. Boston: Beacon Press, 1989. Joe Dominguez and Vicki Robin, Your Money or Your Life. New York: Viking Penguin, 1992. Richard Douthwaite, The Growth Illusion: How Economic Growth Has Enriched the Few, Impoverished the Many, and Endangered the Planet. Tulsa, OK: Council Oak Books, 1993. Alan Thein Durning, How Much Is Enough? The Consumer Society and the Future of the Earth. New York: W.W. Norton & Co., 1992. Alan Thein Durning, This Place on Earth: Home and the Practice of Permanence. Seattle, WA: Sasquatch Books, 1996. Paul Ekins, Green Economics. New York: Anchor, 1992. Duane Elgin, Voluntary Simplicity. New York: William Morrow, 1993. Richard J. Foster, Freedom of Simplicity. San Francisco: Harper & Row, 1981. Neva R. Goodwin, Frank Ackerman, and David Kiron, eds, The Consumer Society. Washington, DC: Island Press, 1996. Harwood Group, Yearning For Balance: Views of Americans on Consumption, Materialism, and the Environment. Report prepared for the Merck Family Fund, July 1995. Paul Hawken, The Ecology of Commerce: A Declaration of Sustainability. New York: HarperBusiness, 1993. Hazel Henderson, Paradigms in Progress: Life Beyond Economics. Indianapolis, IN: Knowledge Systems, Inc., 1991. Benjamin Kline Hunnicutt, Work Without End. Philadelphia, Temple University Press, 1988. Michael F. Jacobson and Laurie Ann Mazur, Marketing Madness: A Survival Guide for a Consumer Society. Boulder, CO: Westview Press, 1995. David C. Korten, When Corporations Rule the World. West Hartford, CT: Kumarian Press, 1995. William Leach, Land of Desire: Merchants, Power, and the Rise of a New American Culture. New York: Vintage Books, 1993. Alfred L. Malabre, Jr., Beyond Our Means: How America's Long Years of Debt, Deficits and Reckless Borrowing Now Threaten to Overwhelm Us. New York: Random House, 1987. Bill McKibben, Hope, Human and Wild: True Stories of Living Lightly on the Earth. Boston: Little, Brown and Company, 1995. Donella H. Meadows et al., Beyond the Limits: Confronting Global Collapse, Envisioning a Sustainable Future. Post Mills, VT: Chelsea Green Publishing Company, 1992. Jacob Needleman, Money and the Meaning of Life. New York: Doubleday, 1991. Jeremy Rifkin, The End of Work: The Decline of the Global Labor Force and the Dawn of the Post-Market Era. New York: G. P. Putnam's Sons, 1995. Juliet B. Schor, The Overworked American: The Unexpected Decline of Leisure. New York: Basic Books, 1991. Tibor Scitovsky, The Joyless Economy: The Psychology of Human Satisfaction, Revised Edition. New York: Oxford University Press, 1992. David Shi, The Simple Life. New York: Oxford University Press, 1985. Philip Slater, Wealth Addiction. New York: E. P. Dutton, 1980. Paul Wachtel, The Poverty of Affluence. Philadelphia: New Society Publishers, 1989. Mathis Wackernagel and William Rees, Our Ecological Footprint: Reducing Human Impact on the Earth. Philadelphia: New Society Publishers, 1996.

# Time to Think:



When you see this icon, you're going to want to write in your notebook/workbook. You'll need to reflect on your answers from time to time. Use this as a little reminder to think and record.

# Part 1

What to expect:

- Your Financial Goals
- Your Life Line
- Consumer or Citizen
- What is Financial Independence?
- Your Lifetime Earnings
- Your Income Today
- Your PIN/FIN

# Financial Integrity / Fulfillment

- **All change is Personal**
  - This is not about budgeting.
  - This is not about retiring.
  - This is about Cash and Cash Flow Awareness
- Let's Face Your Money Myths
- & Utilize Tools for greater Money Awareness



# Answer These Questions:

- Do you have enough money? **Yes / No**
- Are you spending enough time with your family and friends ? **Yes / No**
- Do you come home from your job full of life ? **Yes / No**
- Do you have time to participate in things you believe are worthwhile ? **Yes / No**
- If you were laid off from your job, would you see it as an opportunity ? **Yes / No**
- Are you satisfied with the contribution you have made to the world ? **Yes / No**
- Are you at peace with money ? **Yes / No**
- Does your job reflect your values ? **Yes / No**
- Do you have savings to see you through 6 months of normal living expenses ? **Yes / No**
- Is your life whole? Do all the pieces – your job, your expenditures, your relationships, your values – fit together ? **Yes / No**

If you answered “No” to even one of these questions, these sessions will help.

# Let's Get Going...

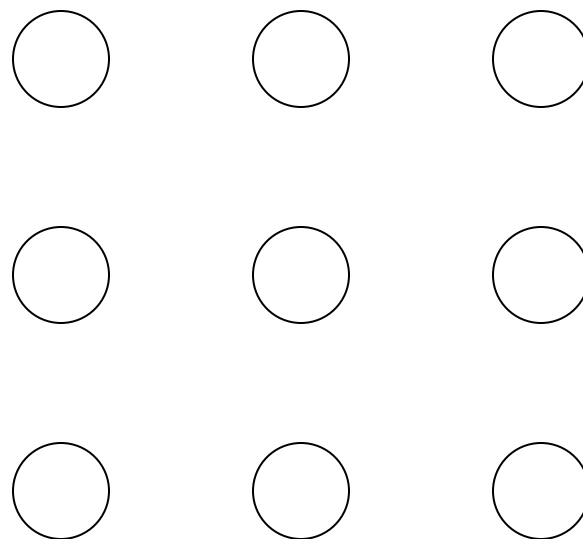
## Results Prior Graduates Completing Entire Series:

- They get out of debt on their own terms
- They spend less
- They save more
- They base their transactions (getting, spending, investing and giving) on their own personal values.
- They achieve a degree of financial independence that allows them to spend their time doing what is fulfilling for them.



## Connecting The Dots (4 straight lines)

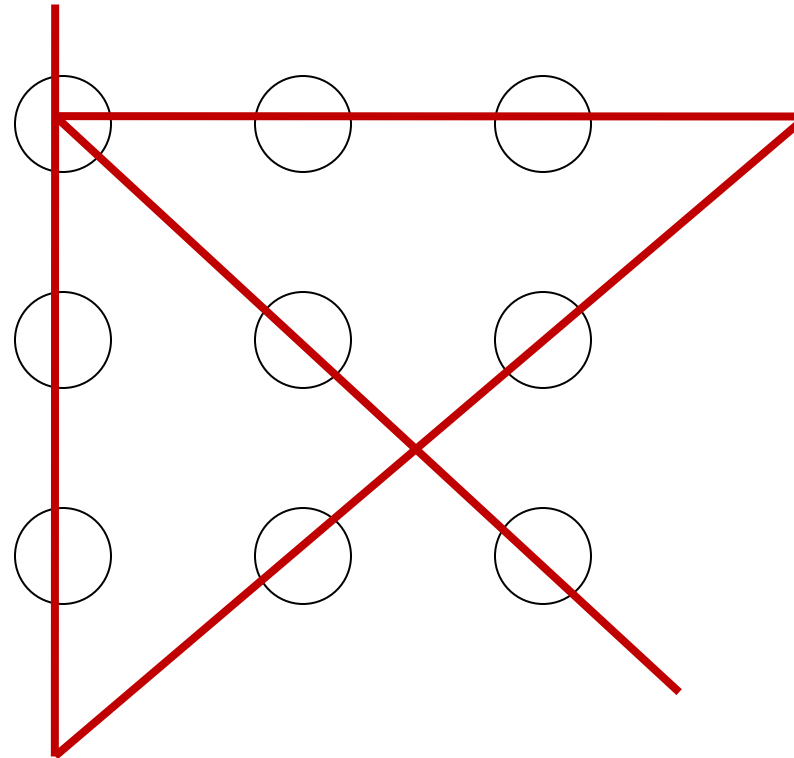
Resources





# Connecting The Dots (4 straight lines)

Resourceful





# Your Financial Goals: *(check all that apply)*

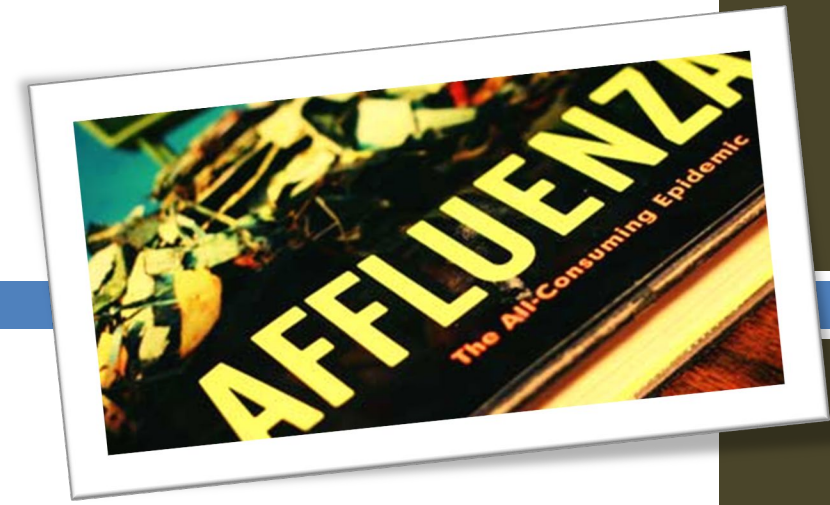
- Reduce stress around money.**
- Have more clarity about money.**
- Feel more in control and empowered about money.**
- Get out of debt faster than I thought possible.**
- Live within my means and develop savings.**
- Get to the point where I can choose the type of work I do, paid or not.**
- Connect with a greater meaning and purpose in my life.**
- More time for activities and people important to me.**

# Financial Integrity

- What is Integrity?
  - ▣ One definition:
    - the state or quality of being entire or complete; wholeness; entireness; unbroken; Moral soundness; honesty; freedom from corrupting influence or motive; -- used especially with reference to the fulfillment of contracts.
- How is our society being impacted by Affluenza?



# What is Affluenza?



## □ **Affluenza: Af • flu • en • za n.**

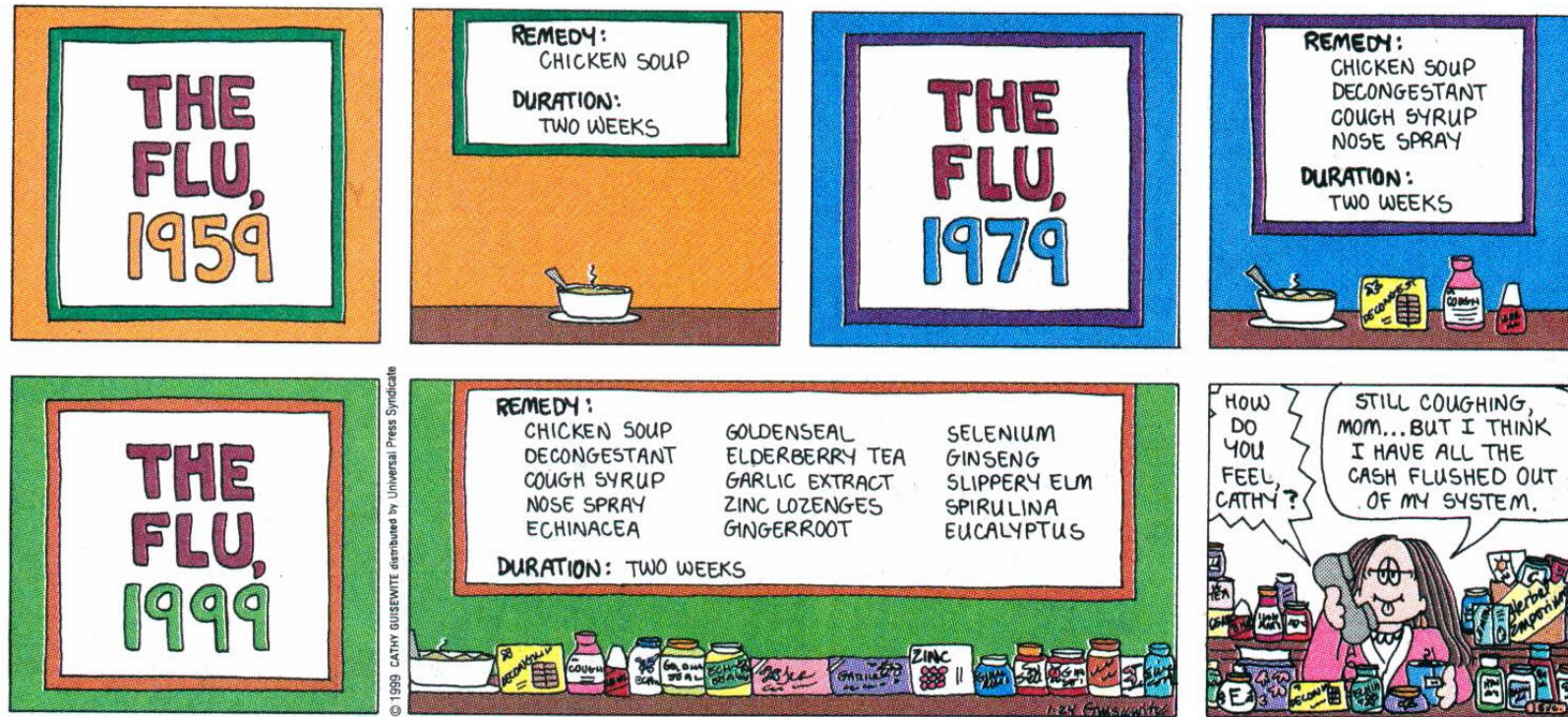
1. An epidemic of stress, overwork, shopping and debt caused by dogged pursuit of the American Dream.
2. The bloated, sluggish and unfulfilled feeling that results from one's efforts to keep up with the Joneses.
3. An unsustainable addiction to economic growth.

# Symptoms of 'Affluenza'

- ❑ Spending more than you earn
- ❑ Unpaid bills
- ❑ Investment worries
- ❑ Work'a'holism
- ❑ Minimal time for family
- ❑ No time for service



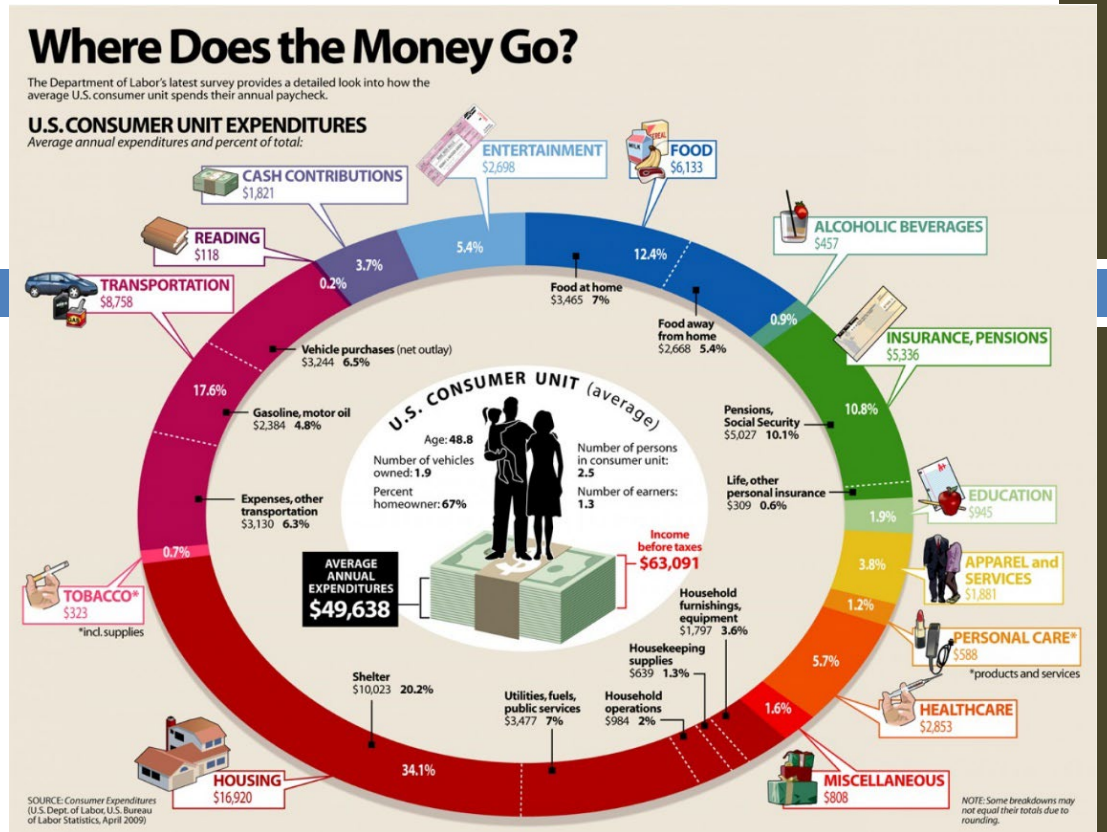
# Affluenza



# Consume'r'

Consume: “to use up;  
to spend wastefully;  
to squander; to  
destroy...”

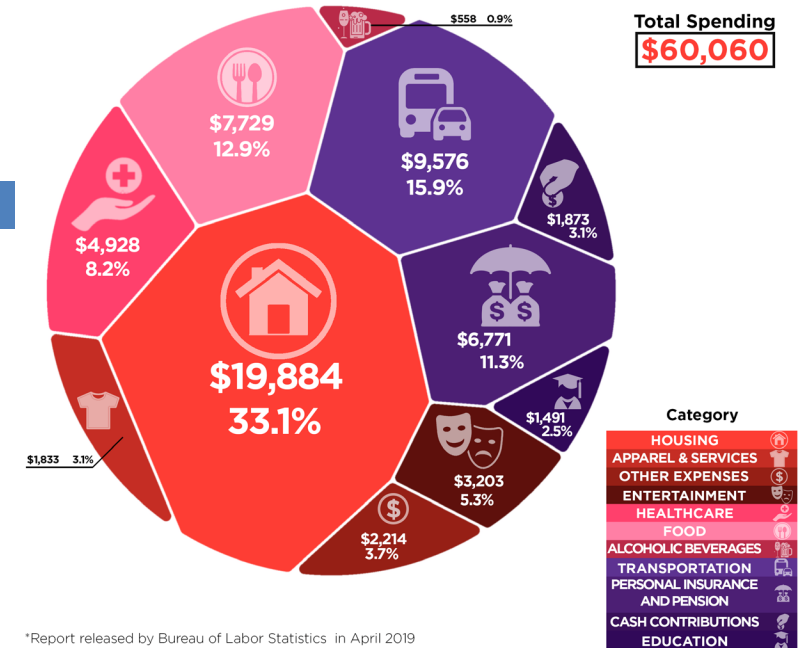
- U.S. consumers spent a record \$13.3 Trillion last year... yet with only 4.25% of the world's population – we consume >26%\*\* of the World's Resources



# Creating Consumers

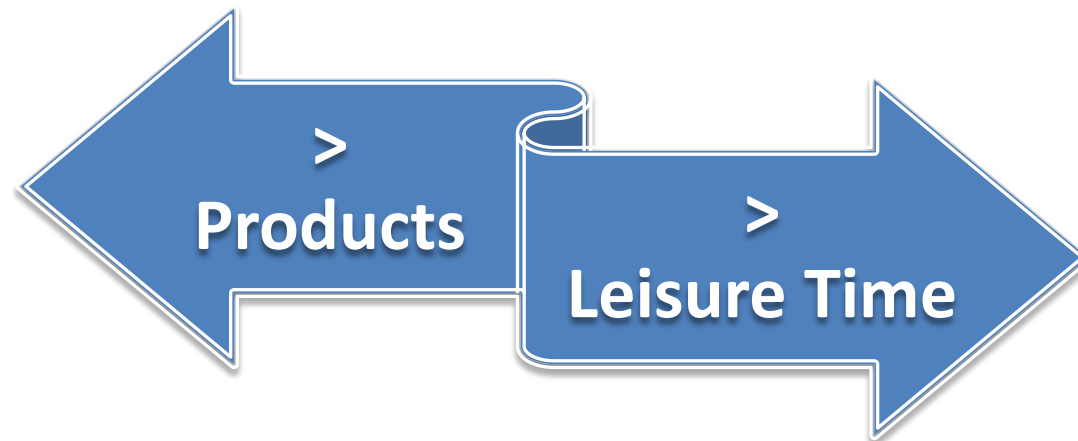
- Prior to 1920, Americans were called citizens.
- In the 1920's Industrial Revolution machinery created products faster than we could consumer them.

Consumer Spending in the United States  
Average Annual Personal Expenditures by Category



\*Report released by Bureau of Labor Statistics in April 2019  
Article and Sources:  
<https://howmuch.net/articles/consumer-spending-in-the-united-states>  
U.S. Bureau of Labor Statistics - Consumer Expenditure Survey, 2017 - <https://www.bls.gov>

howmuch.net





# Creating Consumers

- 1929 Herbert Hoover introduced 'standard of living', and the Hoover Committee found a balance, work longer for more quality leisure time.
- The modern 'rat race' was born on the wheel of 'more is better'.



# “It Would Take Four Earths...

- ...for everyone on the planet to live the lifestyle of a U.S. citizen”
  - **“The right to consume has become the centerpiece of the American dream”**
  - **More is better. Success is excess.**



# More is More

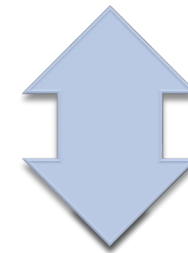
- People today are around **5 times** richer than their great-grandparents at the turn of the century.
- But, are we happier than they were...?



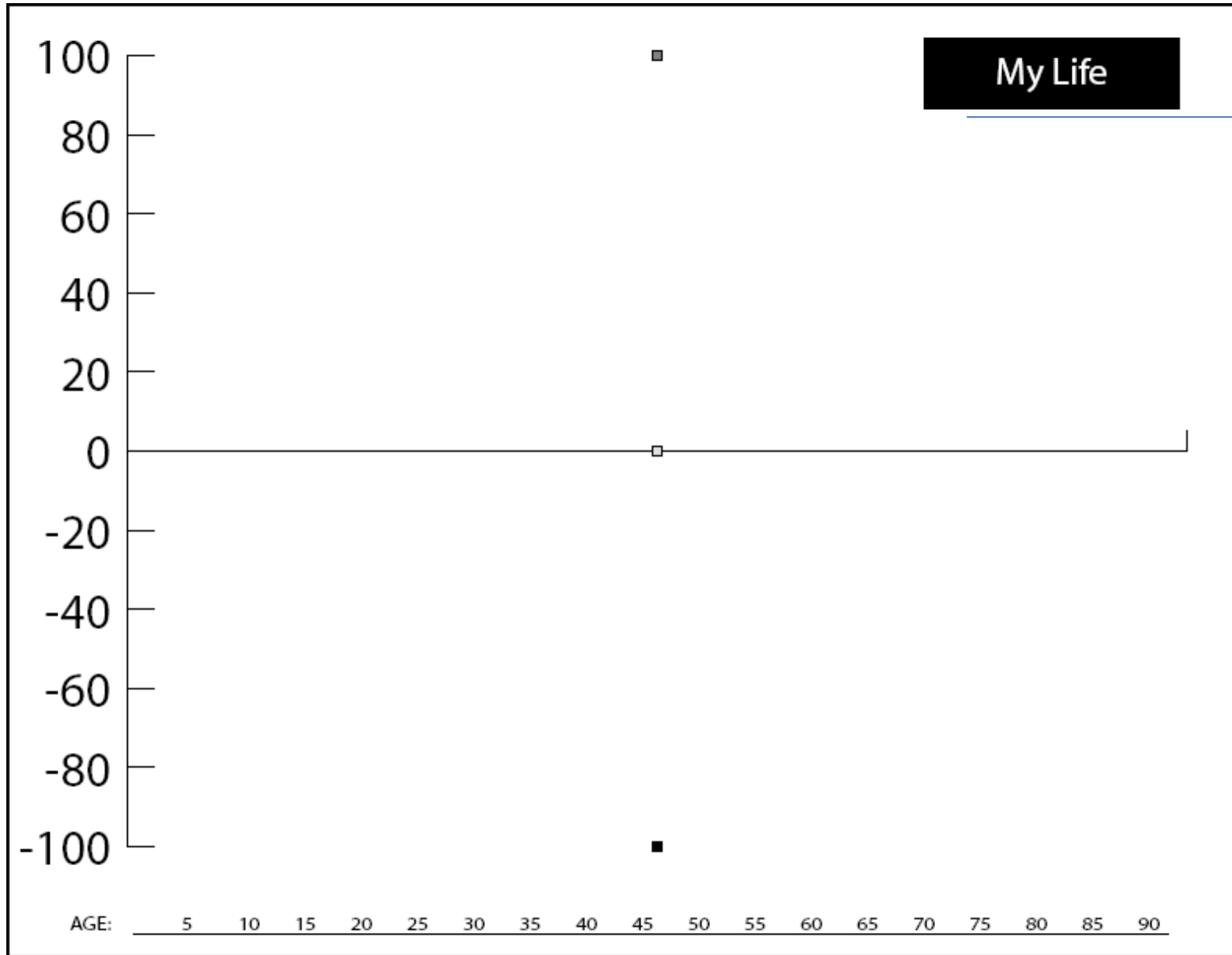
# The American Dream

- *Despite the astounding economic growth in the U.S., Americans reported feeling “significantly less well-off” than they had decades earlier.*

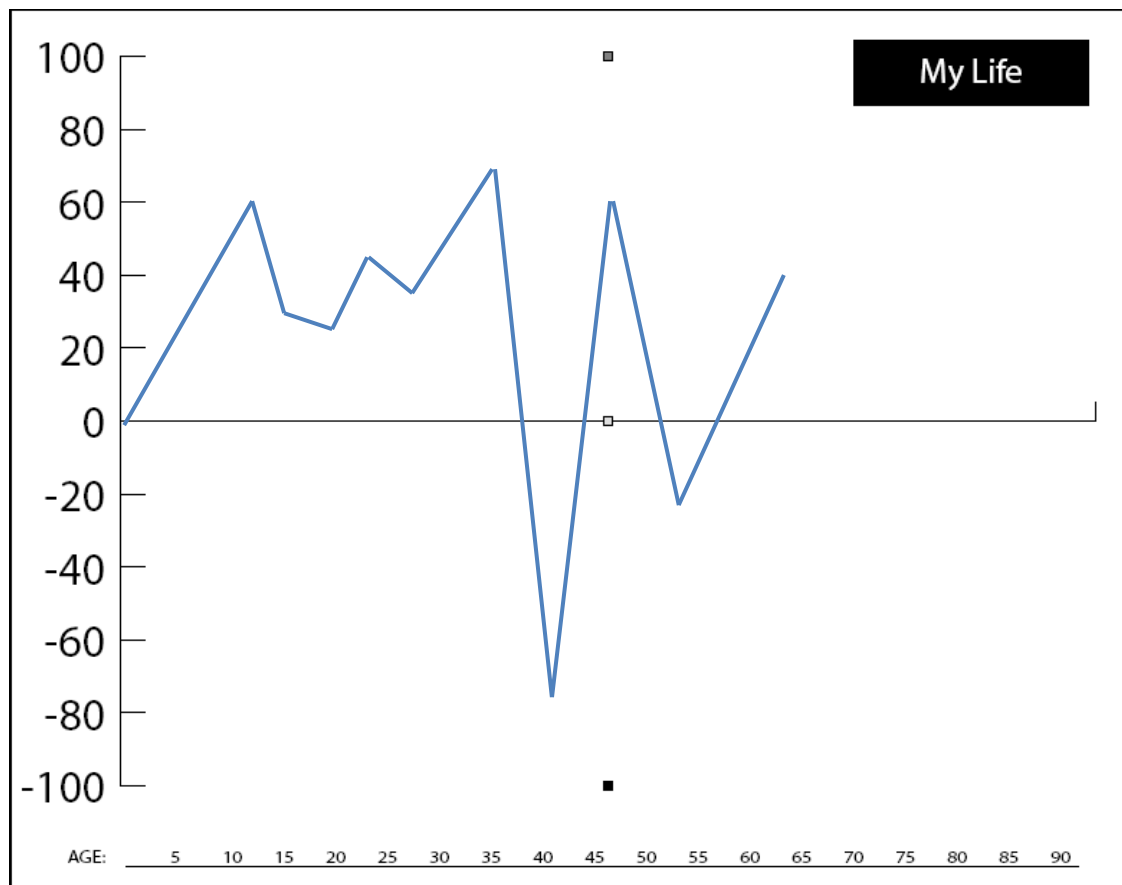
Rise in per capita spending  
in the U.S.: 45%\*



Decrease in quality of life  
as measured 51%\*



# Your Lifeline - Exercise



# Is More Better?

- Hours spent driving each day: **1.1**
- Hours adults report watching tv each day: **3 hours 58 min**
- Hours parents spend with their children each day: **1**



**Work, Sleep and TV make up 65% of our average day...**

# Is More Better?

- Median size of a new house built in the U.S.:
  - 1949: **1,100 sq. ft.**
  - 1970: **1,385 sq. ft.**
  - 1996: **2,060 sq. ft.**
  - 2018: **2,386 sq. ft.**
  
- Americans with 2 + homes: **~7.4 million**
  - Americans that are homeless: **553,000+**





# The American Dream

- The average child is exposed to **40,000** advertisements a year
- Percentage of teenage girls who shoplift or have seen a friend shoplift: **89%\***
- Amount of money spent on:
  - ▣ advertising directly to children: **\$12 billion/yr\*\*\***
  - ▣ spending on running shoes: **\$6.46 billion/yr**
    - Average pairs per household: 2.6
    - % reporting that they used them for exercise: **20%**
  - ▣ weight loss: **\$72 billion/yr\*\*\*\*\***

# Overconsumption



- **Consumption X Population  
= Carrying Capacity**
- ***Overconsumption is accelerating:***
  - **Depletion of resources annually:**
    - **150-200 species go extinct on a daily basis (plant/insect/mammal)\***
    - **Species extinction every 9.6 minutes**
  - **Waste accumulation problems compounding**
  - **Global environmental problems increasing**
  - **>93% of our old-growth forest is now gone**

# Overconsumption

- Overconsumption leads to:
  - ▣ declining quality of life
  - ▣ enslaves many of us to tedious/morally questionable jobs
  - ▣ little time for relationships
  - ▣ lower quality relationships...

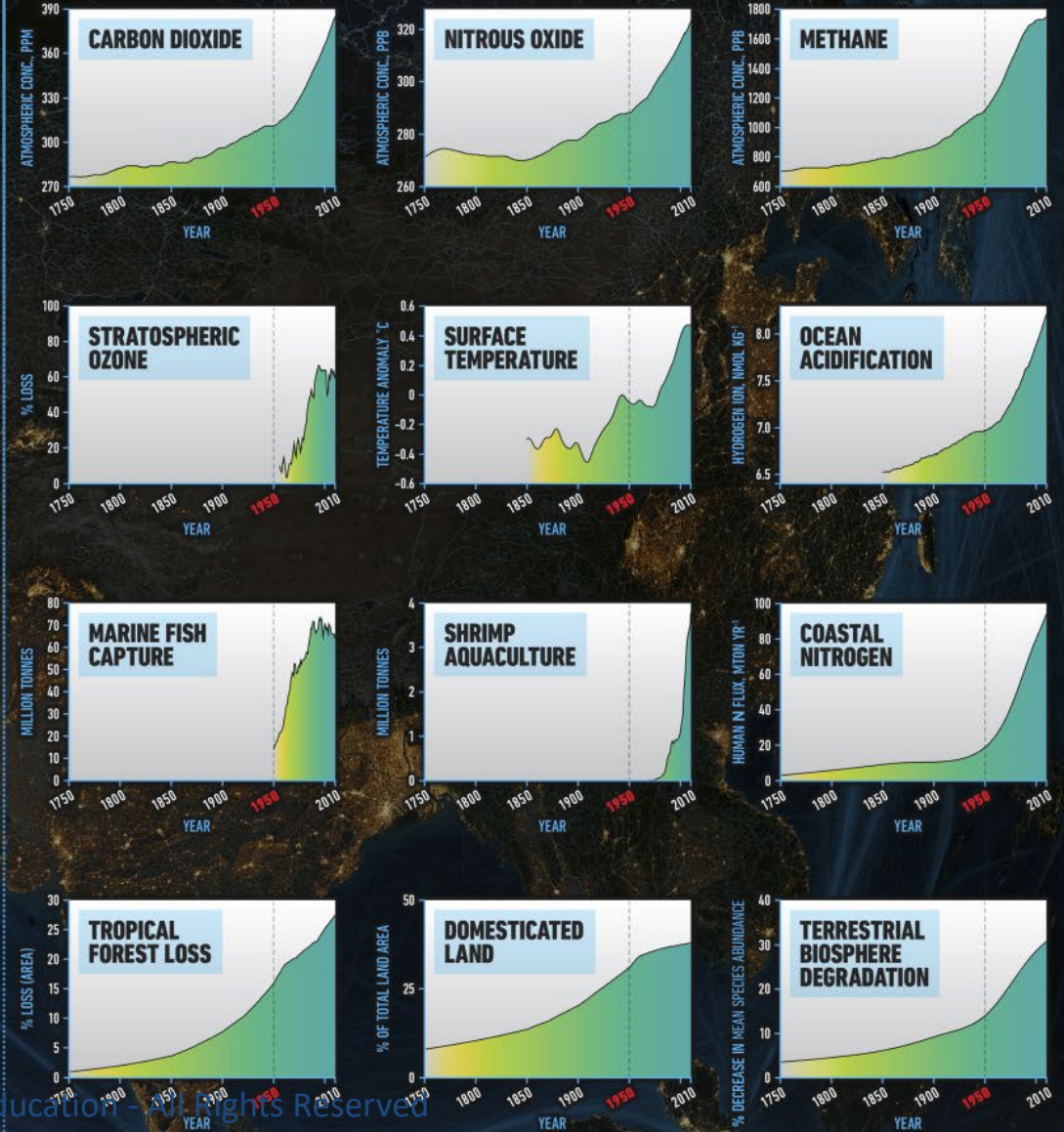


# THE GREAT ACCELERATION

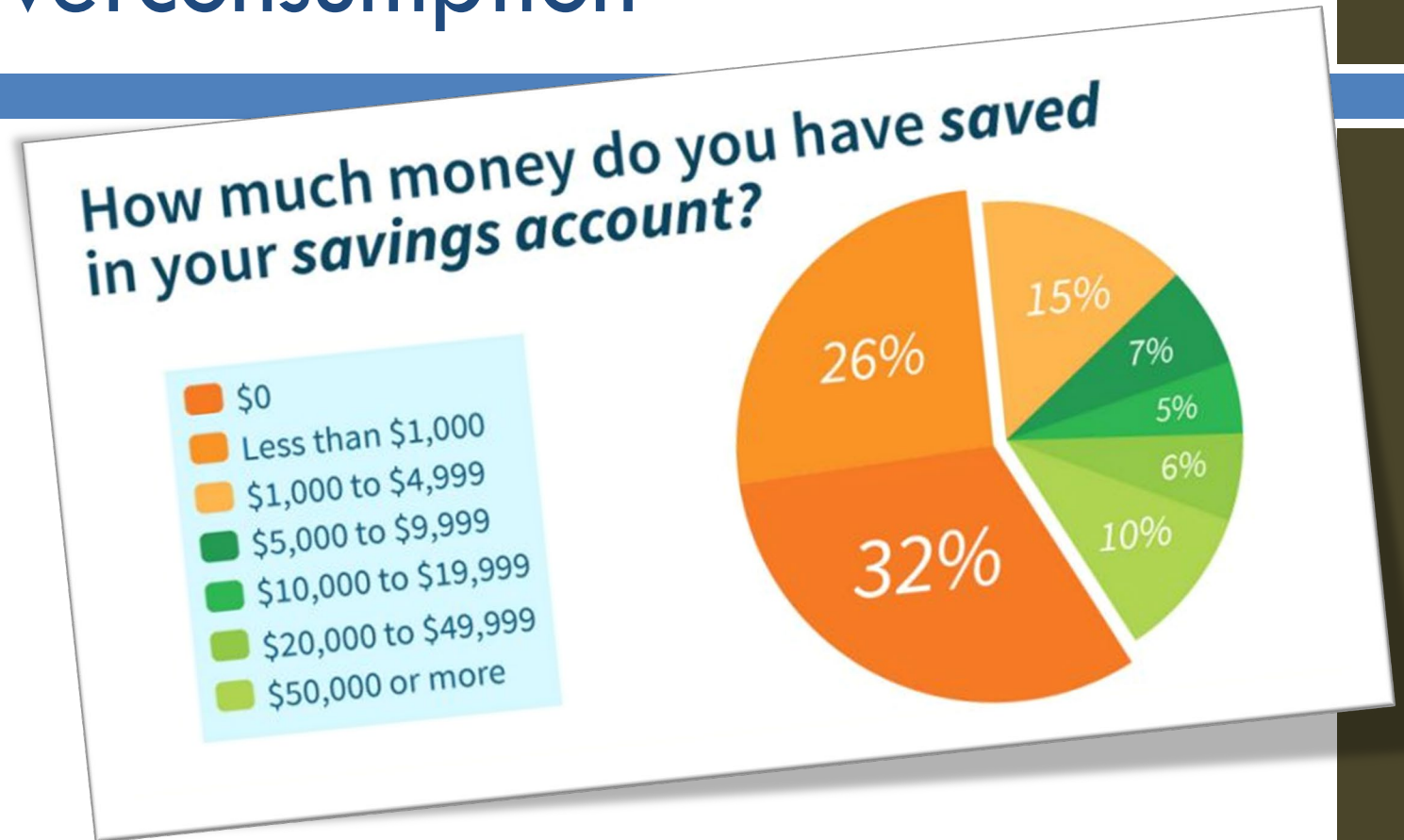
## SOCIO-ECONOMIC TRENDS



## EARTH SYSTEM TRENDS



# The Facts About Overconsumption

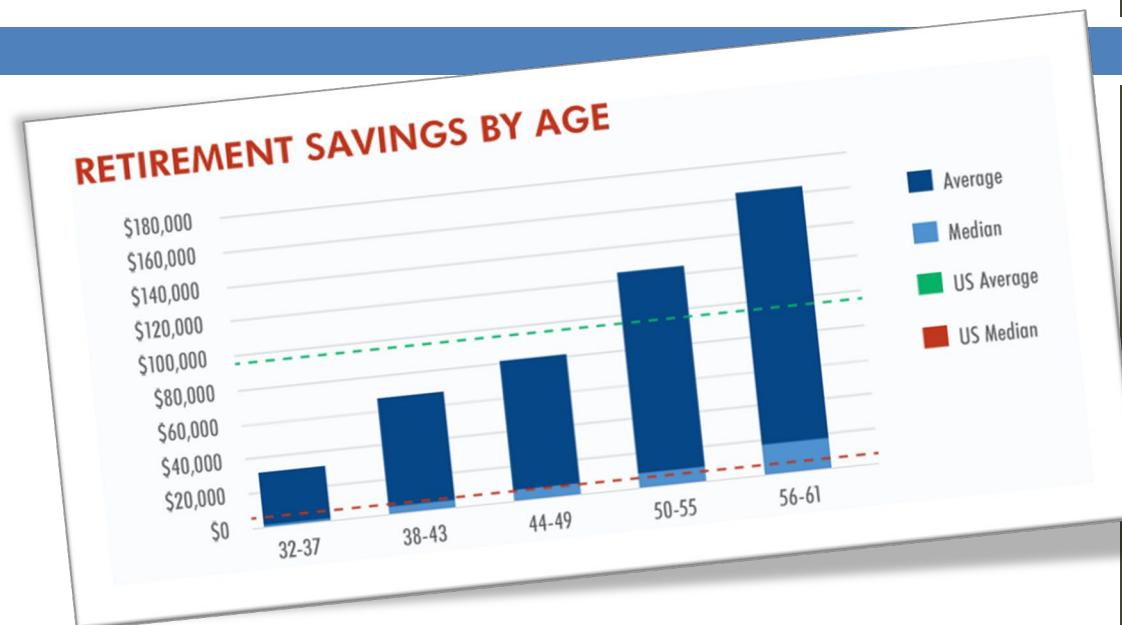


## □ Cash Savings

- ▣ 58% of US Citizens have less than \$1,000\* in liquid savings

# The Facts About Overconsumption

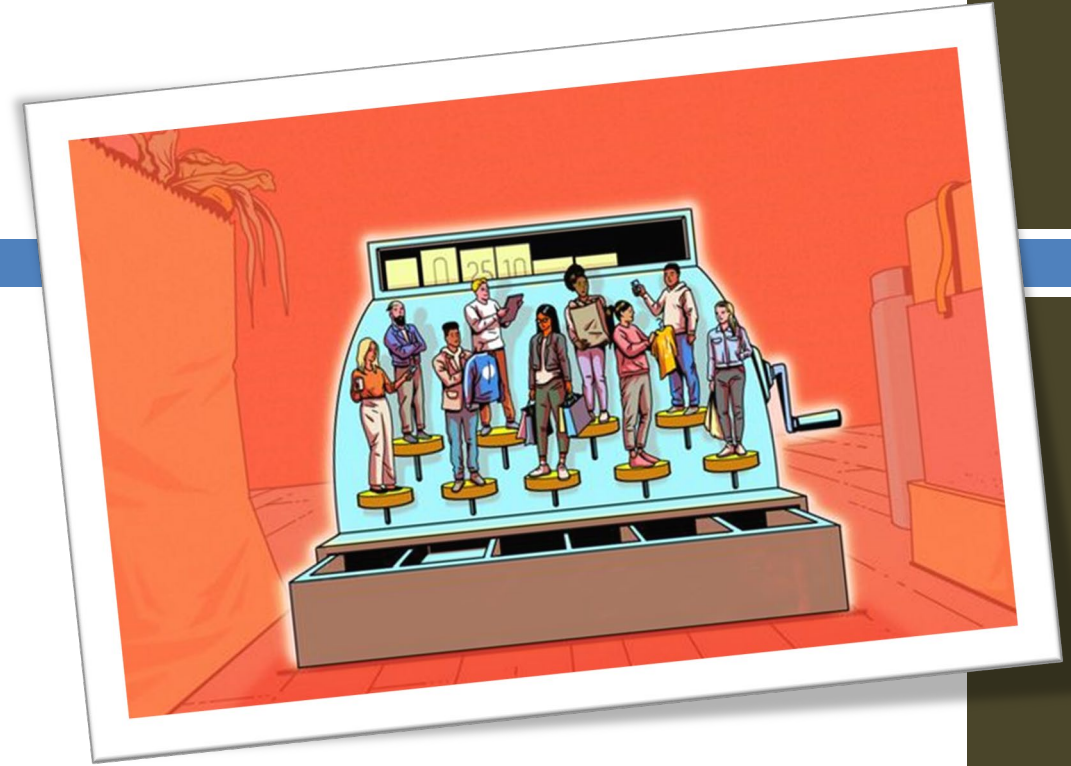
- Overconsumption is a Catastrophe of U.S.
  - #1 global bankruptcies – 22,780 corporate and 752,160 personal\*



- **Average U.S. retirement average \$95,766 with a US median average of \$5,000\*\***

# The Facts About Overconsumption

- **Overconsumption is a Catastrophe of World**
  - ▣ We are modeling an unattainable and unsustainable lifestyle.
  - ▣ The planet cannot support it much longer.



# Why Do We Consume?

- We build walls of 'stuff' around us ...
  - ▣ We don't consider the compounding affect of saving more and spending less relative to present quality time.

There is no reason not to consume, but consuming for the sake of consuming, that we need to question.





# Financial Integrity / Fulfillment

- **All change is Personal**
  - This is not about budgeting.
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- Let's Face Your Money Myths
- & Utilize Tools for greater Money Awareness

## Insights from Reviewing Part 1 Notes and Answers







# Lifetime Earnings – ‘money’ tab



Enter Names  
& Total  
Lifetime  
Money  
Earned  
estimate in  
the ‘money’  
tab

WORKSHEET

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

Cumulative Money Earned.

My Experience With Money		
Name:	Age:	Lifetime Money Earned:
Jim Smith	41	\$2,356,780
<b>Current Annual Income</b>		
Salary / W2	1099	\$75,000
Bonus / Commissions		\$10,000
K-1 / Schedule E		\$0
Additional Residual Income Source		\$0
<b>Total Income:</b>		<b>\$95,000</b>
Real Hourly Wage:		\$31.15
Real Hourly After Tax:		\$23.09
Name:	Age:	Lifetime Money Earned:
Tammy Smith	39	\$678,000
<b>Current Annual Income</b>		
Salary / W2	1099	\$78,000
Bonus / Commissions		\$0
K-1 / Schedule E		\$0
Additional Residual Income Source		\$0
<b>Total Income:</b>		<b>\$78,000</b>
Real Hourly Wage:		\$30.00
Real Hourly After Tax:		\$22.24
Average Hourly Wage:		\$30.62
<b>Cumulative Money Earned:</b>		<b>\$3,034,780</b>

money net expenses PIN FIN freedompoint lifechart

# Current Income – ‘money’ tab



Enter Names  
& all current  
income  
information

**My Experience With Money**

Name:	Age:	Lifetime Money Earned:
Jim Smith	41	\$2,356,780
<b>Current Annual Income</b>		
Salary / W2 1099		\$75,000
Bonus / Commissions		\$10,000
K-1 / Schedule E		\$0
Additional Residual Income Source		\$0
<b>Total Income:</b>		<b>\$95,000</b>
Real Hourly Wage:		\$31.15
Real Hourly After Tax:		\$23.09
<b>Current Annual Income</b>		
Salary / W2 1099		\$78,000
Bonus / Commissions		\$0
K-1 / Schedule E		\$0
Additional Residual Income Source		\$0
<b>Total Income:</b>		<b>\$78,000</b>
Real Hourly Wage:		\$30.00
Real Hourly After Tax:		\$22.24
Average Hourly Wage:		\$30.62
<b>Cumulative Money Earned:</b>		<b>\$3,034,780</b>

# Personal Balance Sheet – ‘net’ tab



Complete the second tab ‘net’ on the Worksheet. This will provide a summary of what’s left now from your Lifetime Earnings, and provide you a starting point from which we will explore your Cash and Cash Flow awareness. There will be assets you have, and liabilities that you own that make up your ‘net’.

**Major Assets / Liabilities**

**Schedule 1a: Debts / Credit Lines Owed by YOU (Include home equity and any other open-end revolving credit, no mortgages here)**

Who You Owe Money	Collateral	Type	Credit Line	Original Amount	Unpaid Balance	Monthly Payment
HELOC	House	Installment	\$20,000	\$20,000	\$20,000	\$200
Credit Cards	none	Installment		\$8,000	\$5,000	\$200
<b>Total:</b>			\$20,000	\$28,000	\$25,000	\$400

**Schedule 2: Loans, and Notes Receivable to YOU**

Who Owes You Money	Maturity Date	Amount Owing	Description or type of debt	Monthly Payment	Interest Rate
<b>Total:</b> \$0					

**Schedule 3: Life Insurance Benefiting YOU**

Name of insured	Beneficiary	Insurance co.	Face Amount of policy	Cash Value	Loans Against Policy	Yearly Premium	Type of Policy	Is policy assigned?
me	wife	GE	\$200,000	\$0	\$0	\$200		no
<b>Total:</b>			\$200,000	\$0	\$0	\$200		

**Schedule 4: Stocks, Bonds and US Government Securities Owned by YOU (Liquid)**

Description of accounts	Description of assets	Market value	Pledged Yes/No	Taxable / Tax Deferred
Investments	savings	\$100,000	no	Taxable
401(k)	savings	\$100,000	no	Tax Deferred
IRA	savings	\$45,000	no	Tax Deferred
<b>Total Listed:</b>		\$245,000		

**Schedule 5: Margin Borrowing Loan Amount:**

**Schedule 6: Partnerships / Business Ownership Owned by YOU (Illiquid)**

Name of company	Description of assets	Market Value	FIN Asset:	Monthly Cash Flow	FIN Cash Flow:
		\$0	yes	\$0	yes
<b>Total Unlisted:</b>		\$0		\$0	

**Schedule 7: Real Estate (P) Personal or (I) Investment (mortgage debt only not on Schedule 1)**

Description or address	Title in name of / Personal or Investment	Date Acquired	Cost	Market Value	Original Amount	Unpaid Balance	Monthly Payment
House	Joint / Personal		\$350,000	\$350,000	\$280,000	\$270,000	\$2,000

net expenses PIN FIN freedompoint lifechart

# Part II

What to expect:

- The Life Rating Scale
- Your Money or Your Life?
- Rating Your Stuff
- Fulfillment Curve
- Your Lifetime Earnings
- Beginning Cash Flow Awareness