

## ACTION GUIDE: Money and Reinvention

### EXERCISE 1: Managing the Financial Aspects of Reinvention

So why do we think that money will make us happier? That's because when we reach a certain level of earnings, money moves from being a means of survival to a signifier.

A “signifier” is an idea or a concept that stands for something else in your mind. For example, money may represent security to you. Or it may mean more freedom, or power, or time, or status, or something else entirely.

The key is to understand what you're really seeking when you say you want to earn more money in your career. Take a moment to fill in the blank with your primary signifier:

Money represents \_\_\_\_\_ to me.

Whatever you chose as your money signifier, define specifically what it means to you (e.g. 'security = steady paycheck' or 'security = X dollars in the bank')

\_\_\_\_\_ = \_\_\_\_\_

What are the secondary signifiers you want from your reinvention? (e.g. flexibility, freedom, influence, etc.) List them here:

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# ReinventionLaunchClub

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To effectively launch your reinvention, you must create a 'reinvention budget':

**Your current cost of living:** \_\_\_\_\_

What things will you need to invest in to pursue your reinvention? (e.g. classes, membership in an industry association, subscription to trade newsletter, etc.)

List them here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Make a budget for incidental costs (e.g. travel, business cards, entertainment):

Incidental	Budget
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____



# ReinventionLaunchClub

Tally everything to come up with your “Cost of Reinvention”:

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**My Cost of Reinvention:** \_\_\_\_\_

**Identify your plan B: what you will do for funding if you need to extend your reinvention timeline:**

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