



CORNERSTONE
WEALTH MANAGEMENT

Start With Why

By Floyd Green

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I recently read “Start with Why” by Simon Sinek. In the book, Sinek takes the position that leaders influence people when the leaders are clear about *why* they do what they do. Said another way, people who understand their deeper purpose have greater impact. I think he’s right.

At Cornerstone, we regularly remind ourselves of why we do what we do. When we’re clear about our purpose – our “why” – we’re focused on doing the right things. That said, here is the “why” that we’re clear about: at our core, we desire to improve the quality of life of our clients. Improved quality of life means, among other things, helping our clients think well about money and not expect more from money than it can possibly deliver. Thinking well about money, we believe, enables one to live well and finish well.

This is why our communication through newsletters, phone calls, and progress reviews focuses on addressing financial *life* planning, and not simply financial planning. We’re about more than the money. We think it bears repeating so that our clients know what to expect from us.

In order to influence our clients toward living well and finishing well, here are some things you will regularly hear from us:

Good money decisions:

- Are not about finding the next hot stock. They’re about making decisions in harmony with reality, your goals, and your values.
- Are not driven by fear or greed.
- Are not about getting rich; they are about getting what you want.
- Are possible only after you’ve decided what you want most in life.
- Focus on the things you control, not the things you don’t control.
- Require knowing what the right questions are (Hint: it’s not, “which way is the market headed this year?”)
- Embrace life’s uncertainties and the inability to eliminate all risk.
- Lead to gratitude, generosity, and contentment.

This is our story and we’re sticking with it.

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Cornerstone Wealth Management | 2301 Stonehenge Drive | Suite 210 | Raleigh, NC 27615 | (919) 847-4550