

GENERATION WEALTH:
SMARTER RICHER BRAVER



Life Changing Programs For Kids



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Welcome To GENERATION WEALTH

A generation that aims to be financially secure.

A generation that's taking charge of their future.

A generation that wants to do better, not just for themselves
but for humanity as a whole.

Being financially empowered enables them to do that.

And that's our promise... a generation that's

SMARTER RICHER BRAVER

Because thats exactly what our world needs.

“

Proud to be
part of
Generation
Wealth

”





Who We Are

KFI GLOBAL is a leading provider of financial empowerment programs for teens and young adults. We give youngsters the understanding and the confidence to make intelligent financial decisions.

Thanks to us more than 3500 teens now make smarter money decisions and are setting themselves up for a financially secure future.

We aren't just experts in financial education for youngsters, we are also experts in teaching this to them in a way that they love to learn. We ensure that they feel financially empowered and act accordingly.

We're on a mission to bring this life-changing education to more teens across the world because we believe that this will help them step up, play full out and live a life on their own terms.

And that's our promise - SMARTER RICHER BRAVER teens.
We really are the best at what we do because we don't just have skin in this game... we have our hearts there too.

As Featured In



3 Reasons Why It's So Hard For Kids To Learn About Money

1. Schools don't teach it.

Neither do high schools, colleges or even business schools for that matter. And when schools do attempt to teach personal finance, they do it in a way that most students find mind-numbingly boring.

2. Parents don't talk about it.

Most parents haven't had formal training in this subject. They learnt the hard way, through trial and error and by making expensive mistakes. And when parents do attempt to teach their kids about money, they are guilty of doing it in ways that kids find mind-numbingly boring. (See the pattern here?) In addition most parents also pass along their own money biases to their kids, that at best don't serve their kids, and at worst are actively detrimental.

3. It's an unconscious incompetence

Kids don't know that they don't know about money. Mainly because of the first two reasons mentioned above, most kids are clueless about the need to learn about how money works. They have no idea how critical this skill is for their future success and wellbeing. They are so focused on getting good grades so that they can get into good colleges, so that they can get a good job that pay well. They are clueless though, about how to manage that paycheck intelligently.

They don't realize that they will be tested on this skill everyday of their adult lives, from graduation to retirement.





3 Useful Things To Recognize

1. That the steps and action you take today will dramatically affect your child's financial future.

2. The earlier you start, the better it will be for them.

3. Contrary to popular belief, it's not boring or difficult, it doesn't take years to learn and you begin to see results almost immediately.

Research shows that students who take a course in financial education are more likely to save, less likely to be compulsive buyers and less likely to max out their credit cards.

Research also shows that just 10 hours of a financial education program can significantly affect a student's spending and saving habits.

Our Methodology

1. Recognize

We need to ensure that as educators or parents, we recognize this gap in their knowledge and the bias in their thinking. This goes a long way in understanding and empathizing with their initial lack of interest or initiative in learning about the topic of money.

2. Reason

We take the time to explain why this skill is so critical for their future success and wellbeing and why it's imperative they learn it now. When students know why they have to learn something and how they will benefit, they are much more motivated to learn. Self interest kicks in and they try harder, and keep at it longer.

3. Relate

We take time to build a relationship with them. Students, irrespective of their age, don't have a favorite subject, they have a favorite teacher. If they love the teacher, they love the subject and unfortunately the reverse is true as well. We also make the content relevant to their lives now.

4. Raise

We don't just focus on financial knowledge but also on financial behavior and mindset, which are arguably as important. The confluence of these three aspects- knowledge, behavior and mindset — underpins a truly effective program.relevant to their lives now.

5. Reflect

Student reflection an integral part of the learning experience and unfortunately is too often left out of the equation. We are intentional about including it. We know this is crucial for students to be able to develop insights and to be able to think critically about the subject.

5 Step Blueprint for Financial Empowerment





Smart Money Management: Age 9 to 12 Years Old

Smart Money Management is never just about money...it's about character and responsibility.

This specially crafted online program will change and challenge the way your kids think about money while teaching them how to manage their money smartly and responsibly.

The dynamic and engaging sessions and personal familiarity of the live coaching classes not only help kids learn faster and remember better but also motivates them to engage in deep learning that leads to financial empowerment.

Smarter Richer Braver...that's our promise to your child.

Highlights

- World Class Training
- Interactive Web Classes
- Personalized Feedback
- Guided Mentoring
- Tools & Resources
- Focus On Implementation
- Simple, Fun & Relatable To Kids
- 5 Star Rated

Program Topics

- Money Mindsets
- Wants Vs Needs
- Making Choice wit Money
- How should I spend my money
- Budgeting
- Ways to Pay
- Qualifying for Loans



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SUPERMIND Habits & Exercises

If there is one skill to master in the 21st century, it's learning how to learn – faster and more effectively. Rather than show students “WHAT” to learn, this truly groundbreaking program shows them ‘HOW’ to learn.

We explain how they can use the power of their mindset to radically change the way they view their abilities.

We show them how to use Mind Mapping, which is an incredibly effective way to learn faster and retain what they learned for longer.

We introduce them to innovative & fun memory techniques that will boost their memory skills and help to increase their cognitive thinking.

We also teach them the most effective study methods to learn faster and increase retention.

Interspersed with group activities and brain exercises, we teach them a series of scientifically proven ways to help them access and harness their SUPERMIND.

Highlights

- World Class Training
- Interactive Web Classes
- Personalized Feedback
- Guided Mentoring
- Tools & Resources
- Focus On Implementation
- Simple, Fun & Relatable To Teens
- 5 Star Rated

Program Topics

- SUPERMIND Study Strategies
- The Power Of Your Mindset
- Super Memory Techniques
- SUPERMIND focus
- Mind Mapping Magic
- SUPERMIND Habits & Exercises
- Unlocking Your SUPERMIND



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3 Most Common Concerns

1. **Cost:** *This is initially a concern for parents.* However, once they begin to understand the ROI each level of the program affords, this quickly becomes a non-issue. By the end of the level 1, the students themselves calculate an average ROI of over 1000%. Yes, you read that right!

2. **Time:** *Parents worry that this will be very time consuming.* We understand the academic priorities students have and so have designed this program so that it fits into their school/ university schedule. Each level is tailored so that it's compact and delivered in the shortest time, yet has maximum impact and effectiveness, thanks to the delivery style and resources we use.

3. **Lack Of Engagement:** *Parents also fear that their teens won't engage and/ or enjoy the program.* We have a 95% success rate with all our students and thus schedule a call with the prospective student to ensure that the program is a right fit for him/her. We use our 5 Step Blueprint to ensure that students are not only empowered as a result of the program, but that they also thoroughly enjoy the learning journey.

To further reduce parental doubt, we offer:

A Risk Free Guarantee: If after attending the first session, the student decides this isn't right for him/ her, just email us at info@kfi.global. We will cancel the enrollment and refund the fee in full, no questions asked.



3 Reasons To Work With Us

1. Holistic Approach:

Our programs focus not just on knowledge but on behavior and mindset too, which are crucial for actual change.

2. World Class Learning Experience:

The content and delivery of our programs are very highly rated by both parents and students.

3. Unbeatable ROI:

Our programs empower students to make better decisions. The ROI of this over the course of their lifetime is incalculable.

Our Partners



Student Testimonials



I love the program, it was fun and interesting and taught me so much about money. My favorite topic was the Money Mindsets. The teacher was amazing too!

Minari B. 11yrs



I definitely am smarter and I know I will be richer because of what I learned. I loved the program and I can't wait to come back for more!

Maryneils 9 yrs



This program was awesome, I loved the way it was taught and I can't wait to attend more programs with KFI

Ishaan B. 9 yrs



I used to spend my money without thinking about it. Learning about money mindsets and how to make better choices has been very interesting and now I know how to budget and spend wisely. Really enjoyed these two weeks.

Tanaiwa N. 10 yrs



I felt smarter after every session and I looked forward to every class. It was fun and it really changed the way I think about money and how I spend it.

Gabrielle L. 12yrs



I really loved this program because it was fun and taught me so much about money in a new and exciting way. I looked forward to every class and can't wait to attend more programs at KFI.

Agata B, 12yrs



I really enjoyed every class, it was fun and so interesting. I've learned so much and I highly recommend every kid takes this program.

Laura R. 12yrs



I thought I knew a lot about money but this program made me realize how much I had to learn. I now know a lot about money. It was also so much fun!

Adil Khan 12yrs



Best program I have ever attended. I am so much smarter about money now, I even teach my parents!.

Marcus 9yrs



I was very shy about attending but the teacher was so nice and kind. I looked forward to class and learned so much about money that I never knew.

Gia 9yrs

In The News

PODCASTS
THE DAILY UPDATE | BEYOND THE HEADLINES | BUSINESS EXTRA | POCKETFUL OF DIRHAMS | MY2020 | RECORDED | SEERA | BOOKS

Pocketful of Dirhams: How to make your children financially savvy

Teaching your children to be financially savvy

Educating children about how to manage money is vital for their future. But with lessons in literacy sometimes on the more basic side, it falls to parents to pass on those key messages effective financial behaviour.

A 2019 study by Visa found that 70% of parents in the UAE are not confident in their ability to teach their children about money.



How personal finance education for children is gaining traction in the UAE

Teaching financial literacy to a young age is an important investment to children's future, reports one

There has been an increase in enrollments since the onset of the pandemic, irrespective of what career you choose to follow," says Marilyn Pinto, founder of Pocketful of Dirhams. "They are oblivious about money and how they spend their allowances. I wanted to correct that attitude."

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wknd.

THE WOMAN TEACHING KIDS TO SAVE

MARILYN PINTO ON WHY FINANCIAL LITERACY IS THE KEY TO A SECURE FUTURE

How do kids respond to learning about finance?

Kids love learning about money. It gives them a sense of control and builds up their self-confidence because everything they learn about, they can see and put into practice in real life. They feel more competent in their particular area and that is possibly one of the nicest things to see in kids when they have that self-confidence and belief in how money works.

What about parents who don't necessarily feel qualified to educate their kids about money?

The one thing that parents can do to start is conversation with their kids about money. Not every



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THE DAILY UPDATE | BEYOND THE HEADLINES | BUSINESS EXTRA | POCKETFUL OF DIRHAMS | MY2020 | RECORDED | SEERA

The best way for parents to educate their teenagers about money - Pocketful of Dirhams

Personal finance only forms a small part of the school curriculum

Khaleej Times
EDUCATION
Teach kids value of money with YGs' Finance Initiative in UAE

The National
Karate, football, money management? Extracurricular course teaches Dubai kids about personal finance

DAZZLE
Learning About Money Pays Off

THE AGENDA
Financial Literacy 18.01.2017



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Contact us to book a free discovery call

Call: +971 55 1084499 | Email: info@kfi.global | www.kfi.global

