



WORKSHEET GOAL SETTING & MAKING AN INVESTMENT

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HOW TO DO THE GOAL SETTING EXERCISE

WELCOME TO THE GOAL SETTING EXERCISE.

You'll use this sheet through out the rest of your program. You can either use it digitally or you can print it out - whatever you prefer is okay. Please store it somewhere you can access it easily.

By the time you've filled in this worksheet, you'll have a clear idea of your goals and the investments that you will make to achieve each of them.

Each step builds onto the next, so it's important to go chronologically and use this alongside the videos shared. **Start this exercise after watching Chapter 3 (video 7 & 8).**

You can always come back and change the information you put in (this download will always be available to you). Remember, this is YOUR investment plan and so it should meet your needs.

That's one of the many perks of having lifetime access 😊



STEP 1: LIST YOUR DREAMS & GOALS

List down all your goals. Make sure to use SMART goals.

[Read more about how to make SMART goals here.](#)



Let your imagination run free. If one of your goals is to visit the moon, put it down here!
We'll prioritize later.

Eg. Retire on a beachfront villa in Zanzibar in 15 years.

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STEP 2: CATEGORIZE YOUR DREAMS & GOALS

Categorize your goals into baskets. Reference Chapter 3, video 7,8

**SECURITY
BASKET**

**LIFE ENHANCING
BASKET**

**ASPIRATIONAL
BASKET**

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PRIORITIZE YOUR GOALS

List your goals from most urgent to least urgent in each basket. Use your values to guide your prioritization. This will help you decide when to start working towards each goal.

SECURITY BASKET

LIFE ENHANCING BASKET

ASPIRATIONAL BASKET

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STEP 3: QUANTIFY YOUR GOALS

Categorize your goals into baskets. Reference Chapter 4, video 7,8

1. SECURITY BASKET

GOAL	TIME TO GOAL	TOTAL COST OF GOAL

Please see the Investable Wealth Management Worksheet (available as a downloadable in Chapter 4) that can add up total costs and give you more insights on the cost & time required to save for your goals.

STEP 3: QUANTIFY YOUR GOALS

Categorize your goals into baskets. Reference Chapter 4, video 7,8

2. LIFE ENHANCING BASKET

GOAL	TIME TO GOAL	TOTAL COST OF GOAL

Please see the Investable Wealth Management Worksheet (available as a downloadable in Chapter 4) that can add up total costs and give you more insights on the cost & time required to save for your goals.

STEP 3: QUANTIFY YOUR GOALS

Categorize your goals into baskets. Reference Chapter 4, video 7,8

3. ASPIRATIONAL BASKET

GOAL	TIME TO GOAL	TOTAL COST OF GOAL
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Please see the Investable Wealth Management Worksheet (available as a downloadable in Chapter 4) that can add up total costs and give you more insights on the cost & time required to save for your goals.

PRACTICAL EXERCISE 2:

PICK AN INVESTMENT STRATEGY FOR EACH OF YOUR BASKETS BASED ON YOUR RISK APPETITE

Now that we've gone through all the different investment opportunities for your baskets, take some time now to write down investments that you are comfortable with and the amount under your different basket.

Keep in mind different people will have different security, life enhancing and aspirational goals. Something may not be important to me, but essential to someone else. This is why understanding your values and your goals is important.

Differentiating the baskets can be challenging, but the idea here is to just put a stick in the ground. It's okay if you have some important goals in your security basket or some aspirational goals in your important basket. The most important decision to make is in your security basket because this should constitute your worst case scenario.

Spend some time understanding what you are comfortable with as your 'rock bottom' that will determine what goes into your security basket.

ASSETS TO INVEST IN FOR EACH BASKET

SECURITY BASKET (LIFE MAINTAINING)	LIFE ENHANCING BASKET	ASPIRATIONAL BASKET (LIFE CHANGING)
Cash	Cash	Your Business
Gold	Listed Stocks	Investmet Group/Chamas
Money Market Funds	Index Funds	Concentrated Stocks & Private Equity
Fixed Deposit Account	T-bills & Bonds	urrencies (Forex, Crypto)
Primary Residence*	Commercial Paper & Corporate Bonds	Managed Futures
Insurance/ Endowment Policy*	Low-Leverage Real Estate	High Leverage Real Estate

***Non-investment assets** - these dont give you a return but they protect your downside and help you maintain a minimum standard of life.

STEP 4: TIE EACH GOAL TO AN INVESTMENT

Based on the risk-reward spectrum and the concepts in Chapter 4, choose an investment asset to tie to each goal. Example provided in the first row.

1. SECURITY BASKET

GOAL	TIME TO GOAL	INVESTMENT
6 months emergency fund (KES. 300,000)	KES. 30,000 per month	Money Market Fund

Tip: Use our net-worth tracker to keep track of the value of your investments

STEP 4: TIE EACH GOAL TO AN INVESTMENT

Based on the risk-reward spectrum and the concepts in Chapter 4, choose an investment asset to tie to each goal. Example provided in the first row.

2. LIFE ENHANCING BASKET

GOAL	TIME TO GOAL	INVESTMENT
Travel internationally every year starting 2023 (\$4,000 per year)	KES. 15,000 per month	Stock Market - 2-3 listed shares

Tip: Use our net-worth tracker to keep track of the value of your investments

STEP 4: TIE EACH GOAL TO AN INVESTMENT

Based on the risk-reward spectrum and the concepts in Chapter 4, choose an investment asset to tie to each goal. Example provided in the first row.

3. ASPIRATIONAL BASKET

GOAL	TIME TO GOAL	INVESTMENT
Plant 100K trees over the next 20 years (\$200K)	5,000 per month	Cryptocurrency

Tip: Use our net-worth tracker to keep track of the value of your investments