



Transforming your relationship with money & life

Lynne Twist, founder of the Soul of Money Institute, provides transformational and educational programs that inspire and empower people to align the acquisition and allocation of their financial resources with their most deeply held values.



Lynne Twist

"Lynne Twist has the gifts of eloquence and substance. She was able to combine rich and valuable content with an engaging and enjoyable approach. This created an experience that was deeply moving and packed with useful wisdom and practical advice."

Marilyn L.

Lynne Twist's programs are based on the insights and principles developed from more than forty years of service for causes as varied as ending world hunger, the empowerment of women, nurturing children and youth, promoting economic integrity and spiritual authenticity, and preserving the natural heritage of our planet.

She has raised hundreds of millions of dollars and trained thousands of fundraisers to be more effective in their work for organizations that serve the best instincts of all of us.

Lynne served as a leader of The Hunger Project for 20 years, responsible for raising and distributing the funds to support its programs. Her work took her around the world, where she developed a keen understanding of the relationship of people to money, and the psychology of scarcity and sufficiency. The compelling stories and insights from those experiences are in her book, *The Soul of Money: Transforming your Relationship with Money and Life*, and are the foundation for her inspiring keynotes and workshops.

KETNOTES

Lynne Twist provides motivational and transformational keynotes for corporations, business and non-profit organizations, and financial advisors.

Her addresses inspire individuals, organizational leaders, and managers to align the acquisition and allocation of their financial resources with their most deeply held values.

By sharing her rich experiences, Lynne demonstrates how people can pursue their personal and business goals with conscious attention to integrity.

Lynne Twist's keynotes:

- Inspire individuals to become more effective team members, leaders, and contributors.
- Help people reclaim their life and their relationships by letting money become an expression of their highest self.

- Enlighten today's business leaders about their opportunity to not just lead their company, but play a key role in the most influential and dominant institution of our age—business.

Choose from the following potent, high impact, and life-changing keynote presentations:

THE POWER OF TAKING A STAND

Great leaders, like Mahatma Gandhi and Martin Luther King, derive their power from taking a stand. They know the distinction between taking a position and taking a stand. Taking a position, or having a "point of view," forces us to take sides and argue for or against. Taking a stand is more powerful because it inspires new vision and possibilities, and adversarial feelings begin to dissolve. It is a way of living and being that endows us with the capacity to make a difference.

Hear the astounding results of the stands that Lynne Twist and other everyday heroes have taken. Learn that without changing careers or revolutionizing your business, taking a stand:

- Empowers you to move to a new level of leadership—in your job, company, or industry
- Enables you to realize your vision
- Accomplishes real change and lasting solutions

THE SOUL OF MONEY: TRANSFORMING YOUR RELATIONSHIP WITH MONEY

Through a life of global service work, Lynne Twist has learned that much of the world believes in scarcity—that there is not enough money, time, or whatever we feel we lack, for everyone. We think there is never enough, and worse, that we are not enough.

Lynne examines the harsh realities of living in a money culture that limits and oppresses us. She also offers new pathways to realign our relationship to money, discovering our own sufficiency and inner wealth while leaving behind the "profit at all costs" mentality.

Share insights from Lynne's extraordinary life—living and working among the richest and poorest people on earth—and experience how shifting your relationship to money enables you to:

- Practice more manageable and long lasting business and management principles and philosophies.
- Recognize that prosperity flows from sufficiency—the recognition of having and being enough.
- Appreciate the power and presence of existing resources and fellow employees.
- Gain a sense of completeness as you work to build a profitable organization.

CREATING PROSPERITY THROUGH PARTNERSHIP

Partnerships and collaboration are essential elements of a successful business. They come in all shapes and sizes—selling, supplier, and distributor partnerships, partnerships for philanthropy, or community action.

Lynne's work is driven by the paradigm of philanthropic partnerships where—instead of one-way relationships where people with money give to the resource-poor—all sides work toward a shared goal. The same philosophy works in business partnerships. When every person is recognized for the skills and talents they bring to the table, they become equal partners in meeting a mutual objective.

Hear the lessons and wisdom gained from a life of working in service along with great leaders like Arch Bishop Desmond Tutu and Mother Teresa. Discover the new possibilities that spring from partnerships when we:

- Give equal value to the diversity, creativity, experience, and wisdom of all partners.
- Open up to new avenues of inquiry and possibility.
- View money as one of many resources that are valued and needed.
- Foster self-sufficiency and self-reliance, so people can author their own development.

Especially for Financial Planners:

CHARITABLE GIVING—A SOURCE OF WELL-BEING FOR YOUR CLIENTS

The word *wealthy* finds its roots in *well-being*—the experience of a rich and satisfying life. You can help your clients experience a sense of well-being, for themselves and their families, and for causes close to their hearts.

Lynne Twist has experienced how excess money can diminish our inner resources. Wealthy people often experience profound isolation and disconnection because their identities and self-worth are equated to their net-worth or level of privilege.

Discover how your clients can free themselves from money's grip by discussing a different view of charitable giving with them—one that endows money with their deepest values—by helping them:

- Understand the flow of money—and the privilege of directing that flow toward their highest commitments.
- Reclaim their life and personal relationships by letting money become an expression of self rather than a burden.

THE JOY OF FUNDRAISING: HELPING PEOPLE TO MAKE A DIFFERENCE

Make fundraising more joyful and meaningful for you AND your donors.

No matter where in the world her work has taken her, Lynne Twist has found that people want to make a difference. We all yearn to make a contribution during our life—with our talents, our time, and our money. Fundraising is a splendid opportunity to unlock that hunger, to show people how they can make a difference with their money.

Envision a new approach to the way money works in the world—one that inspires and empowers people to give—and learn how to:

- Rework your relationship with money and cut through barriers in asking others to contribute.
- Appreciate that fundraising benefits the donor as much as your organization and its recipients.
- Help your organization reframe its fundraising so that every step moves your mission forward in the world.

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