



What shapes my financial identity?

This is a tool to help you understand and explore how place, people, beliefs, culture and community make your financial identity unique.

GET STARTED →

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Tōku Ao
Place

2



Aku Tāngata
People

3



Ngā Mātāpono
Values and Beliefs

4



Tikanga ā-Ahurea
Culture

5



Hapori
Community

6



Ahau
Me



How does where I
come from influence
my thinking about
finances?

Tōku Ao
Place



Who are the people
in my past, present
and future who may
influence my decisions
about money?

Aku Tāngata
People



What are my beliefs about money? What values shape the way I use money?

Ngā Mātāpono
Values and Beliefs



What cultural practices and traditions influence the way I view and value money?

Tikanga ā-Ahurea
Culture



How does where I live affect the way I spend, save and manage my money?



Write a statement
that describes
something unique
about your identity.

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