



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



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Author of *Great with Money: The Women's Guide To Prosperity*, Ellen empowers abundance, prosperity, and wealth in a challenging economy.

What are you passionate about?

I am passionate about inspiring, guiding, and awakening people (especially women) to use money as a force for good in their lives. I see many people with a difficult relationship with their money (whether they have a lot or a modest amount). When everyone can approach life from an attitude of abundance (as opposed to scarcity) the world will be so much better!

How did you end up here? What's your journey been like?

I started my career in public accounting and quickly knew that this was not for me! I love planning and looking ahead and much of the work I was doing was looking back at the past and finding out what was wrong. I then moved into financial planning. I've had my own financial advisory firm since 1990 (Strategic Financial Designs, Inc. www.sfd-inc.com).

During the early days of my business I began doing presentations to expand my business. I realized that I really enjoyed speaking to groups of people and helping them to learn about things in a way they might not have thought about before. Over the years I studied what made some of my clients more successful and happy than others. This led eventually to me co-authoring a book: **Great with Money: The Women's Guide to Prosperity**.

Now I spend more and more time speaking and writing. I just love working with my clients and also sharing my information about prosperity with larger audiences.

How do you recharge your batteries or nourish yourself?

I am a big believer in "slowing down to speed up." I meditate every morning before I start my day. I know this helps me to be more calm and clear. I also really love to practice yoga. As our kids are getting older (Benjy is 16 and Amy is 13) we are doing more and more travelling. This is such a wonderful way to grow, learn, and relax.

What are you grateful for?

I love this question! Focusing on what you are thankful for is one of the keys to building prosperity. I am very grateful for my good health and that my family is happy, healthy, and safe. I am grateful for my wonderful husband and terrific kids. I've also been thinking lately how grateful I am that I was born into my life. Some people are dealt a very difficult card right from the start. I am very blessed to have such a wonderful family and live in such a wonderful place.



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As a woman leader, what unique strengths that help you and your team succeed?

I am an optimist through and through. This helps me to find new opportunities even during challenging times. For example, when the economy and markets take a downturn, I immediately think: "This is okay. People will need us more than ever!"

I also know that what we think and what we say has a direct impact on what shows up in our lives. So I am very deliberate about thinking and saying positive things. This has helped me to continue to grow my businesses during any economic climate.

What is next for you and your organization?

I have recently launched a certification program to train coaches and consultants to be Certified Prosperity Circle® Coaches. These coaches will then lead groups (Prosperity Circles) to guide people to create more abundance in their lives. I am so excited about this.

I am also writing a second book and doing more and more speaking. I had my first international speech in Ghana last month!