

# Stages 5–7 Workshop Agenda

Seven-Stage Generational Wealth Model™

# Who is Dr. Joaquin E. Wallace?



- - Financial Expert & Business Strategist with extensive experience in financial literacy, wealth-building, and behavioral finance.
- - Author of 'The Seven Stages of Financial Empowerment and A Legacy of Prosperity' – providing a roadmap for financial success.
- - Adjunct Professor at Chabot College & Golden Gate University, teaching public policy, marketing, and financial planning
- - Host of 'The New Wealth Wave Podcast,' dedicated to helping individuals and business owners overcome financial trauma and build generational wealth.
- - Award-Winning Thought Leader recognized for empowering communities with financial education and business acumen.

# Why This Session Matters

- - My Mission: To empower those with financial tools that promote sustainability and long-term success.
- - What You Will Gain Today:
  - ☒ Greater financial awareness and confidence
  - ☒ Tools to identify and overcome financial blind spots
  - ☒ Strategies to align financial Edification with personal success
- - Interactive & Engaging Approach – Get ready to share, reflect, and take actionable steps!



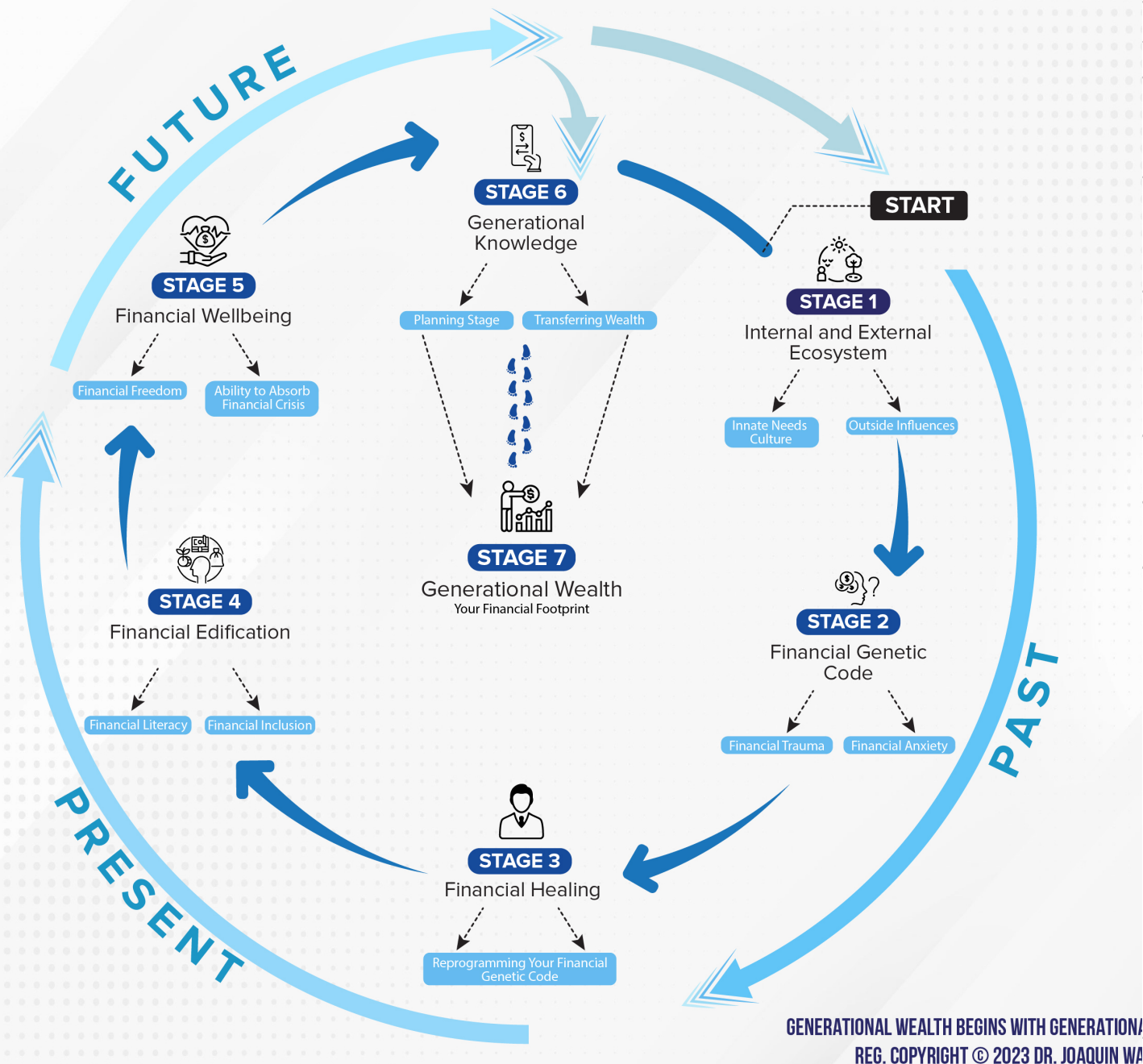
# **THE NEW WEALTH WAVE PODCAST**

WITH DR. JOAQUIN WALLACE

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**GENERATIONAL WEALTH BEGINS WITH  
GENERATIONAL KNOWLEDGE®**

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## Seven-Stage Generational Wealth Model ©

# Word Cloud Workshop #2



What is the first memory you have of money? Provide a word or phrase that comes to mind

Wordcloud Poll 20 responses 15 participants

buying candy at school  
Happy cream coins Domingo  
save it stamps Sunday allowance!  
Rent truck red envelopes  
ice tooth fairy finding  
Don't spend it all need to save  
Live within your means Candy after church!  
I had a piggy bank and for security I put a cac...

## Stage 3: Financial Healing Themes

- • Emotional money messages: Fear, shame, or joy?
- • Inherited Childhood Financial Narratives focused on survival and scarcity
- • Cultural rituals (red envelopes, tooth fairy)
- • Trust, control, and money safety behaviors

## Stage 4: Financial Edification Themes

- • Budgeting framed as restriction or empowerment?
- • Messages of frugality and emotional spending limits
- • Early identity development through allowance/spending
- • Gaps between being told to save vs. being taught how



## Group Reflection Prompts

- • What do your first money memories reveal about your financial mindset today?
- • Which money messages from childhood still influence your habits?
- • Have you healed from any limiting beliefs you inherited?
- • Did your family focus on survival or growth?
- • How do you plan to reframe harmful narratives?

## Stage 5: Financial Well- being (25 min)

- Objective: Build sustainable wellness & stability
- Narratives: Invisible Retirement, Shame Spiral
- Narratives: Just Survive, Scarcity Loop
- Agenda:
  - • Define Financial Wellness (5 min)
  - • Explore Limiting Narratives (5 min)
  - • Reframe & Plan Strategies (10 min)
  - • Q&A + Reflection (5 min)

# Stage 5: Financial Well-being

Empowering Sustainable Wealth | Seven-Stage Generational Wealth  
Model™

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## Objective: Build Sustainable Wellness

- • Establish lasting financial stability
- • Align money behaviors with personal values
- • Integrate health, planning, and peace of mind

## Inherited Financial Narratives™ - Stage 5

- • Invisible Retirement Narrative
- • Just Survive, Don't Build Narrative
- • Inherited Scarcity Loop
- • Financial Shame Spiral™

# Corresponding Klontz Money Scripts®

- • **Money Avoidance:** Fear of engagement with planning
- • **Money Vigilance:** Overemphasis on frugality or fear
- • **Money Status:** Shame linked to financial performance

# Defining Financial Wellness

- • The ability to meet current and future financial obligations
- • Feel secure in your financial future
- • Make choices that allow enjoyment of life

# Reframing & Planning Strategies

- • Replace limiting narratives with growth-focused mantras
- • Set actionable short- and long-term goals
- • Use budgeting, saving, and insurance tools to reinforce stability
- • Integrate wellness practices: gratitude, automation, financial check-ins



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## Q&A + Guided Reflection

- • What beliefs about retirement or long-term security were passed down to you?
- • Where do you feel the most stable financially?
- • Where do you still need healing or clarity?

## Interactive Polling Question

- What financial belief still limits your vision of future stability?
- A) I'll never have enough
- B) Retirement isn't for people like me
- C) I'm bad with long-term planning
- D) I feel confident and capable (growth mindset)

## Stage 6: Generational Knowledge (25 min)

- Objective: Build legacy through estate & education
- Narratives: Estate Planning, Don't Talk About It
- Narratives: Insurance Resistance, Work Twice As Hard
- Agenda:
  - • Define Generational Knowledge (5 min)
  - • Transparency & Family Dialogue (5 min)
  - • Tools: Wills, Trusts, Insurance (10 min)
  - • Q&A or Case Review (5 min)

# Objective & Key Narratives

- • Objective: Build legacy through estate & education
- • Inherited Financial Narratives:
  - - Estate Planning is for the Rich
  - - Don't Talk About It
  - - Self-Insurance Superiority
  - - You Have to Work Twice as Hard

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# Klontz Money Scripts® Alignment

- • Money Avoidance – Delayed planning or avoidance of discussions
- • Money Vigilance – Over-emphasis on control without communication
- • Money Status – Pressure to perform or hide vulnerability around legacy tools

# Defining Generational Knowledge

- • Passing down more than money: mindset, values, literacy
- • Knowledge transfer includes education, family conversations, and clear plans
- • Shift from secrecy to strategic storytelling

# Legacy Tools & Strategies

- • Wills: Direct asset transfer
- • Trusts: Control and protect family wealth
- • Insurance: Income replacement, legacy creation, estate liquidity
- • Include POAs and Healthcare Directives

## Case Reflection & Family Dialogue

- • Has your family openly discussed estate planning?
- • Who taught you what you know about legacy or inheritance?
- • How can you increase transparency with the next generation?



## Interactive Polling Question

- Which belief most influenced your family's legacy planning?
- A) Estate planning is only for the wealthy
- B) Talking about money is uncomfortable
- C) Insurance is a waste of money
- D) I was encouraged to build and transfer knowledge

## Stage 7: Generational Wealth (25 min)

- Objective: Grow & expand generational wealth
- Narratives: Deserving Wealth, Money Changes People
- Narratives: Anchor Guilt, Success Isolation
- Agenda:
  - • Define Generational Wealth (5 min)
  - • Break Myths & Beliefs (5 min)
  - • Strategic Growth Paths (10 min)
  - • Final Reflections (5 min)

# Objective & Key Narratives

- • Objective: Grow and expand generational wealth
- • Inherited Financial Narratives™:
  - - Deserving Wealth
  - - Anchor Guilt
  - - Success Means Isolation
  - - Money Changes People

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# Klontz Money Scripts® Alignment

- • Money Avoidance – Belief that wealth creates problems
- • Money Status – Equating self-worth with financial image
- • Money Worship – Belief that money solves all issues

# Defining Generational Wealth

- • Wealth that lasts beyond one lifetime
- • Includes financial, social, and intellectual capital
- • True wealth = legacy + values + sustainable systems

# Breaking Myths & Beliefs

- • Reframe: 'Money changes people' → 'Money reveals values'
- • Release: Anchor guilt around family and success
- • Normalize: Wealth as a tool for impact, not isolation

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# Strategic Wealth Expansion

- • Business ownership and entrepreneurship
- • Investment portfolios and real estate
- • Family giving plans and legacy conversations
- • Community empowerment and nonprofit boards

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# Final Reflections

- • What legacy are you actively building?
- • What limiting belief are you ready to let go of?
- • What message do you want future generations to inherit from you?



# The Seven-Stage Generational Wealth Model™

Summary & Key Takeaways | Dr. Joaquin Wallace

# Seven-Stage Wealth Model Overview

- 1. Financial Awareness (Walls In/Walls Out)
- 2. Financial Genetic Code
- 3. Financial Healing
- 4. Financial Edification (Literacy)
- 5. Financial Well-being
- 6. Generational Knowledge
- 7. Generational Wealth

# Top Inherited Financial Narratives

- • Stage 1: “Money doesn’t grow on trees”, Silence Narrative
- • Stage 2: Scarcity Loop, Shame Around Spending
- • Stage 3: Scar Tissue Narrative, Financial Martyrdom™
- • Stage 4: Budgeting Means You're Broke, Risk Aversion
- • Stage 5: Invisible Retirement, Just Survive, Shame Spiral
- • Stage 6: Estate Planning is for the Rich, Work Twice as Hard
- • Stage 7: Anchor Guilt, Deserving Wealth, Money Changes People

# Money Scripts® & Behavioral Overlap

- • Money Avoidance – Fear, shame, rejection of wealth
- • Money Vigilance – Hoarding, financial control, low trust
- • Money Status – Linking worth with financial image
- • Money Worship – Idealizing wealth, overconsumption

## What We've Learned

- • Financial trauma often precedes financial decision-making
- • Generational beliefs shape money behaviors
- • Wealth-building is both emotional and structural
- • Literacy without healing limits transformation
- • Generational wealth = legacy + values + sustainable systems

## Applying the Model

- • Identify your inherited narratives and money scripts
- • Reframe limiting beliefs using journaling or coaching
- • Implement Stage 4–7 tools: Budgeting, Investing, Planning
- • Start family financial conversations (Stage 6)
- • Use your story to build legacy (Stage 7)

# Final Reflection

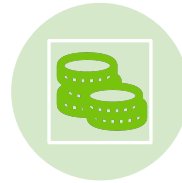
- “Generational Wealth Begins with Generational Knowledge®”
- You are the bridge.
- You are the legacy.
- You are the cycle breaker.
- Carry forward what builds. Leave behind what no longer serves.

## Interactive Polling Question

- Which narrative most blocks generational wealth in your family?
- A) We don't deserve wealth
- B) Money changes people
- C) I'll leave others behind
- D) Success means isolation



# Seven-Stage Wealth-Building Checklist



✓ STAGE 1:  
IDENTIFY YOUR  
FINANCIAL  
ORIGIN AND  
INFLUENCES



✓ STAGE 2:  
RECOGNIZE  
INHERITED  
MONEY BELIEFS  
AND TRAUMA



✓ STAGE 3:  
REFRAME  
LIMITING  
NARRATIVES AND  
BEGIN HEALING



✓ STAGE 4: BUILD  
STRONG  
FINANCIAL  
LITERACY AND  
EDIFICATION



✓ STAGE 5:  
CREATE A  
SUSTAINABLE  
FINANCIAL  
WELLNESS PLAN



✓ STAGE 6:  
DEVELOP ESTATE  
PLANS AND  
TRANSFER  
KNOWLEDGE



✓ STAGE 7:  
EXPAND WEALTH  
THROUGH  
INVESTING AND  
LEGACY BUILDING