

Modelling Project for John Seymour Associates

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March 2000

The philosophy of money

Abstract

Having found a suitable model for a project on share dealing I discovered very quickly that this was just a small part of a greater philosophy. A philosophy, I might add, that extends not just to money but to life as well. I decided to change my initial idea to encompass this broader picture. If you are looking to gain more money in your life, or reconcile any difficulties you have in making it, this project is for you.

Methodology

The model, who I suggested remain anonymous as this can be sensitive information, I shall call John.

Having known him for several years I have come to see a special something in his attitude that extends beyond the average (to say the least). He decided to take me under his wing as it were and turn around some personal limitations that I had towards money. This project is the result of two sessions direct questioning, but really comes from the deeper understanding (with verification) of how a person conducts their life. Reflected as such, this is not just a project about money and share dealing, but a route to a life of security and fulfilment.

In gross terms this means a residual income of £50,000 a year- just income flowing in without the 9-5.

My primary concern with the method that I chose was the maintenance of an already stable friendship. In the comfort of his home he discussed how history of money dealings and the reasons for his focus on financial security. I listened very carefully to the content as well as the NLP type classification of language that was used. The Meta model proved invaluable as certain strong patterns began to emerge. I loosely utilised the Multi level Modelling strategy as a basis to asking questions, and the TOTE model for understanding how to replicate his share dealings. This was the focus of the second interview.

As you read, I ask you to be concerned less with the fine detail and more with the general feel that you have for his philosophy. The details will, inevitably, change over time. The philosophy, however, will remain strong as the world continues to change.

Results

He began, "There are two great myths:

1. You have to do what you enjoy.
2. You have to believe you can do it. ”

John continued “if the dream is strong enough, you will do anything to achieve it”. He pointed out, and this is a key (if not *the* key) to his success, “If you can’t do it yourself you work with someone who can do it. But if you don’t want it enough you won’t be willing to do this. The dream *must* be strong.”

These beliefs are the foundation to his philosophy. He began life with financial troubles and very strong “away from” poverty motivation developed. Yet the primary driving force was the dream. From the age of seventeen he decided that the only security was in financial freedom. I asked whether anyone else would need such a trauma to jump-start the attitude to obtain financial freedom. He replied quite definitely, “No”.

He felt that it was virtually unbearable for others to have control over him- again another “away from” motivation and “toward” financial freedom.

I began to build up a picture of a man who worked his way up the company ladder over many years, to retire (at around 48 years old) on an income of around £50,000. During this time he paid off his mortgage and leased another property prior to selling it at considerable profit.

In order to move through the company he asked “What would I have to do to earn £X a year”. He received answers from mentors who were in a position to give good guidance and the results are proven. This man does not believe in doing it all on his own. The belief is firm: “Seek help”.

He decided to live a fairly basic life without the flash cars and holiday homes abroad. He was willing to delay his gratification as the financial security he sought was so important to both him and his wife.

Money was reinvested at every opportunity. Yet at about the age of 47/48 he began to redirect his attention into permanent and residual income streams. Jobs are not secure, so he searched for other ways.

Becoming involved with network marketing maintained his desire for a stable residual income. This is one of the streams that he has flowing in. The focus on the generativity of his business built through relationships is of utmost importance.

Also, and for this project more of a focus (although not more relevant as a route to security) share dealing became of interest. The reason for this is particularly interesting.

When a certain electricity supply company became privatised, it gave shares to its employees; and as John was one, he received an allocation. This experience got him thinking. “If the electricity supply industry has gone this way, so will other companies”. He then proceeded, prior to carpet bagging, to invest sums in several insurance and building societies. As expected, they de-mutualised and paid out large sums to investors. He had achieved not only a reasonable rate of interest during the investment period, but also the capital sum. Security in the company and investment in its de-mutualisation.

I must labour this point even more as it is essential to understand that even though this will not be possible in the future, something else will be. The future trend be continue us towards globalisation. John says this is where to look next. The gold rush attitude toward the Internet may well move toward this very soon.

Let me sum up John’s strategy so far:

- 1. Use personal experience to understand trends.**
- 2. Use mentors.**
- 3. Build good relationships.**
- 4. Try to look at “*that which is above a career, a building society, an insurance company...*”.**

Results for investing in shares.

When I asked how John decided what to invest in, I expected a string of eye movements, body twitches etc. But no. Instead he said “talk with people and find out what they think about something”. For instance he invested (and this is necessary for authenticity sake) £5000 in Yahoo after someone showed him how useful it was [he looks for similarity- asks more than one person]. The shares went up over 10 times at the time of investment. Again, the strategy is “if many people use Yahoo, go beyond using it- invest in it!”

Becoming concerned that my modelling project was going to lack a string of internal processes, I asked for more details.

When he sees something and thinks “what a wonderful tool!” he looks at the share price then thinks “and only a pound!” He then thinks that they should be worth more than that.

[Ve, Ae, Id, Ve, Id]

The final decision making process comes with a good gut feel. Firmly in the centre of the stomach and with a driving urge to take action.

[K (central)]

Then he calls his broker and orders to buy.

The amount of shares bought is only determined by “don’t invest anything you are not willing to lose”. This sum is considerable for John, but beware not to kid yourself if you decide to take action. Sometimes the [K] feeling turns out to be a wrong investment lead.

Usually he does not look at company assets, but at the viability of a tool and then talks about this internally until he gets the feeling. This is time to exit the loop.

[Ve,Ae, Id, K]

Otherwise he will either seek more information or leave it if the feeling is not present.

[Ve, Ae, Id, K= exit] or:

[Ve Ae, Id, k (small) = keep searching] or:

[Ve Ae, Id, (no K), = exit]

He will however find out, from the Times on Sunday, if a bank has good assets as this is more important than speculative investing.

In concern of sources of information that he uses, Teletext P224 (BBC 2) is the main one! Also Adam’s shares on ITV at around midday every weekday provide a basis to his information gathering. As he operates largely on word of mouth alongside, this gives ample information.

“So, apart from security, are there any other motivations for making money?” I ask. John was firmly stating that there was considerable delayed gratification in the process. He wants a good car (and has one), but not one that draws attention to himself. The same can be said about his home. Having the freedom to study and enhance relationships are now of primary importance since money is taken care of.

The key point for investing is to:

- 1. Look at what people are using and the future trends.**
- 2. Have a philosophy of wanting a “good life” not a rich one.**
- 3. Combine people’s expertise.**

I asked what determines when he sells shares. And again this is a vital piece of strategy. He feels secure financially so is not too bothered if shares drop a little. This is built up over 20-25 years of work towards financial security.

The actual selling strategy is to listen to information on the business program (Adam's) and read the weekend papers. Since he is not "playing" the market in a way that he could lose out if he waits a day, he can afford to follow a general information route.

[Ve, Id, K= sell]

Practical Application

I hope that the way I have written up this information will help it to be practical all the way through. And I add that it is never too late to start working toward financial freedom.

As he became involved in the Internet just as the right time he has made considerable sums. But his strategy of living this way will lead to many other opportunities in the future. With an understanding of Spiral Dynamics (look at their web site for more information) he realises that globalisation is inevitable. This will be the way ahead for investments. Money systems will continue to evolve, so having your eye on the big picture whilst enhancing relationship, you too can gain financially.