### UNLOCK YOUR POTENTIAL



With

### THE AUTHENTIC IMPACT FORMULA<sub>™</sub>



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### INTRODUCTION

### Welcome!...

to your first step into a life of authenticity, clarity, and purpose!

This guide introduces *The Authentic Impact Formula*™, a proven framework designed to help you uncover your authentic self, overcome roadblocks, and step into a life that reflects your true calling.

Whether in your personal life, relationships, career, or business, this formula equips you with the tools to make lasting, impactful change.

The Authentic Impact Formula™ works in five transformational steps: <u>Self</u>, <u>Relationships</u>, <u>Ministry</u>, <u>Marketplace</u>, and <u>Money</u>. Complete these steps and you're well on your way to implementing *The Authentic Impact Formula*™ into every area of your life!



### **CEO & FOUNDER**

Deirdre L Cunningham, CEO & Founder of Authentic Impact Solutions and AIS Enterprises Consulting, is a transformational coach, speaker, and creator of *The Authentic Impact Formula*™. She empowers women and professionals to lead with authenticity, overcome fear, and create lasting influence in self, relationships, ministry, marketplace, and money.

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SELF - Embracing Your Authentic Identity

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**MONEY - Redefining Wealth on Your Terms** 

### STEP 1

### SELF



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# WHAT IT IS:



The foundation of the formula begins with YOU.

Discover who you really are, beyond expectations, comparison, or fear.

### Result:

You gain unshakable confidence and clarity about who you are.

P.6

Coro Valuos

### KEY ACTIONS:

Identify and Reflect on your core values and beliefs.

3. <u> </u>	values
	fy the limiting stories that no longer serve you.
Story	2
Story	<u>3</u>

### KEY ACTIONS: (CONT.)

Create a new identity statement anchored in truth.

# IDENTITY STATEMENT



### STEP 2

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### RELATIONSHIPS

Your relationships either support your growth or hold you back.

Learn to surround yourself with those who fuel your purpose.

### WHAT IT IS

### Result:

You create a thriving, uplifting environment that matchers your vision..



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1. Assess your current <u>Circle of Influence</u>. 2. Identify toxic dynamics and establish healthy boundaries.

1
2
3
4
5
Identify the main toxic dynamics and establish healthy boundaries.  Toxic 1
Healthy 1
Toxic 2
Healthy 2
Toxic 3
Healthy 3

3. Cultivate supportive, purpose-driven connections.

Connections to Cultivate	
1	
2	
3	
<u>4</u>	
7	
8	
9	





STEP 3

### MINISTRY

# WHAT IT IS

Stepping into ministry doesn't only mean church - it's about your assignment, your service, your calling.

### Result:

You feel aligned with your spiritual assignment and experience fulfillment.



1. Clarify your unique gifts and talents.

Gifts & Talents

1
2
3
4
5
2. Identify where and why you're being called to serve.
Where and Why

3. Develop a plan to impact others with your authentic presence. <u>Purpose</u> Objectives 1. Clients Avatar **Impact Details** 

### STEP 4



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### MARKETPLACE

## WHAT IT IS:



Your authenticity belongs in the marketplace too.

Learn how to integrate your purpose into your professional or entrepreneurial path.

### Result:

You stand out in your industry, attract opportunities, and build influence with integrity.

P.18

1. Define now your girls translate into value for others.
Value of My Gifts to Others

2. Create strategies for growth in your career or business. Position yourself with authenticity - not perfectionism.

Strategy _			
<u>Strategy</u> _			



### STEP 5

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### MONEY

Money is a tool to expand your impact.

This step shifts your mindset from scarcity to abundance.

### WHAT IT IS

### Result:

You gain financial freedom and use wealth as a resource to fulfill your life's mission.



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i. Uncover and hear limiting money beliefs.
Belief 1 & Healing
Belief 2 & Healing
Belief 3 & Healing
Belief 4 & Healing
Belief 5 & Healing

### PURPOSEFUL MONEY MANAGEMENT STRATEGY

### 2. Learn Purposeful Money Management strategies

**Purposeful Money Management** involves aligning your financial decisions with your personal values, dreams, and goals to build long-term security and happiness. Unlike reactive spending, it requires intentional planning and discipline to ensure your money serves your ultimate purpose in life.

### **Foundational Strategies**

The following actions form the bedrock of any solid financial plan.

### 1. Define Your Financial Vision

Before you can manage your money with purpose, you must understand what you want to achieve.

- Clarify your ambitions: Think about your short-, medium-, and long-term goals. Do you want to pay off debt, save for a down payment, or retire early? Write them down with specific, measurable benchmarks.
- Align finances with values: Assess what truly brings you fulfillment. Consciously reduce spending on things that don't add value and redirect that money toward what matters most to you, whether it's travel, hobbies, or giving.

### 2. Create a <u>Purposeful</u> Budget

A budget tells your money where to go, giving every dollar a job.

- Track your cash flow: Analyze your income and expenses for at least one month to understand your spending habits. Many apps can do this automatically for you.
- Use the 50/30/20 rule: Allocate your after-tax income to three categories:
  - 50% for needs: Essentials like housing, utilities, and groceries.
  - 30% for wants: Discretionary spending such as dining out and entertainment.
  - 20% for savings and debt repayment: Contributions to your emergency fund, investments, and paying down debt above the minimum.

### PURPOSEFUL MONEY MANAGEMENT STRATEGY

3. Automate Your Savings

Paying yourself first is one of the most effective ways to save consistently.

 Set up automatic transfers: Schedule money to move from your checking account to your savings and investment accounts on payday. This "set it and forget it" method ensures your goals are funded before you have a chance to spend the money elsewhere.

 Use a high-yield savings account: Keep your short-term savings in a high-yield account where it is safe, accessible, and earns more interest than a standard

savings account.

**4. Build a Robust Emergency Fund**An emergency fund is a financial safety net that prevents unexpected events from derailing your long-term goals.

 Save 3 to 6 months of expenses: Build a fund that covers 3 to 6 months of essential living expenses, keeping it in a separate, easily accessible account.

Start small: If that goal feels too large, start by saving just

\$500 to \$1,000 to cover minor emergencies.

Wealth-Building Strategies

Once your foundation is secure, these strategies can help you build long-term wealth.

### 5. Conquer High-Interest Debt

High-interest debt, like credit card debt, is a major roadblock to building wealth.

- Avalanche method: Prioritize paying off your highestinterest debt first to save the most money on interest charges.
- Snowball method: Prioritize paying off your smallest debts first. This can provide a psychological boost from seeing quick wins.
- · Keep credit scores high: Paying your bills on time and keeping credit card balances low can reduce your cost of borrowing and improve your financial health.

### **PURPOSEFUL MONEY MANAGEMENT STRATEGY**

### 6. Invest Wisely and Early

Your money can work for you through smart investing.

 Invest for your future: Consider investing 15% of your gross household income into tax-advantaged accounts like a 401(k) or IRA.

• Capture the employer match: If your employer offers a 401(k) match, contribute enough to get the full amount.

This is essentially free money.

 Align investments with values: Explore socially responsible investing (SRI) to put your money into companies that prioritize ethical practices.

### 7. Protect Your Assets with Insurance

A financial plan is incomplete without a plan to protect your wealth from catastrophic events.

Review your coverage: Ensure you have adequate health, auto, home or renters, and life insurance. Disability

insurance can also protect your income.

 Consider an umbrella policy: If you have significant net worth, an umbrella policy offers extra liability protection beyond your standard insurance policies.

### 8. Plan for Your Legacy

Estate planning ensures your assets are distributed according to your wishes.

Write a will: Create a will to specify how you want your

assets to be handled after you pass away.

• Set up advance directives: Consider assigning a durable power of attorney for finances and healthcare, which allows someone to make decisions for you if you become incapacitated.

### PURPOSEFUL MONEY MANAGEMENT STRATEGY (CONT.)

### **RESOURCES**

Thrivent.com offers Free Financial Coaching Click this link: <u>3</u> <u>Sessions. 1 Coach. 0 Cost</u>

Try.Dowjanes.com Discover How Laurie-Anne Went from \$40K in Debt to Collecting **Money** from Investments. Free Online Class For Women - Think Like An Investor

YouTube.com - A simple proven approach that can help you manage your money like a financial expert.

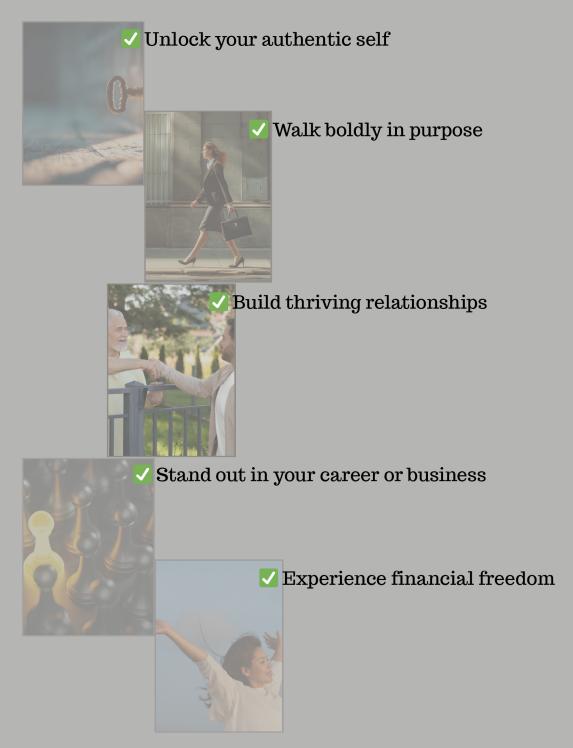
How To Manage Your Money Like The 1%

SunflowerBank.com - <u>How to be More Purposeful with Your Money - Sunflower Bank</u>

Capecodfive.com presents an Article dated August 5, 2025 by Leonardo Atkinson, FPQP, Banking Center Manager - <u>The Purposeful Budget: 10 Steps to Align Your Spending with What Truly Matters</u>

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When you move through the **five steps** of The Authentic Impact Formula™, you begin to:



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→ Your authenticity is your superpower.
The world is waiting for *The Real You* to show up.

This guide gave you a powerful introduction, but the *real transformation* happens when you apply it consistently.

Ready to dive deeper?

Join our signature coaching programs, retreats, and workshops designed to take you through The FULL Authentic Impact Formula™ with

- personalized tools,accountability, and
- support.