

## **Book Review: Rich is a State of Mind**

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“What does rich mean?” is the question that is asked by people at all stages of life. For the new breed of high technology workers, rich used to mean high salaries and big stock options that promised a life of wealth and freedom at a young age. The caveat however was that very few gave any thought to what they would do with their freedom once it was gained. Their attention was focused on the immediate gratification that came from watching their stock options soar to never before seen heights.

For a group of young people who had so tightly wound their futures and sense of self around what they did, the bottom dropping out of the market had a huge impact. These worthless stocks not only gave these people short-term financial woes but also stole the rug out from under the future of freedom that they had planned. As a result, they were left seeking to submerge themselves into a web of security while they figured out how to plan the rest of their lives.

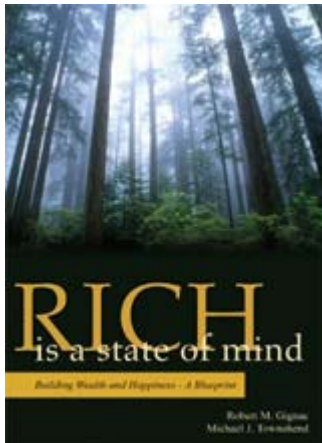
One of the largest issues suffered by these young workers was how to handle their lives and their finances in a more stable and controlled way than they had ever been taught before. Life when options made money allowed for large purchases and little thought of the future while life after the boom made it necessary to learn to plan. But how became the larger question. How to determine what they now wanted. How to determine how to afford it and how to align the need for security and to get back their ability to dream.

This issue of blending personal finance and life planning is masterfully taken on in a new book “Rich is a State of Mind” by Robert Gignac and Michael Townshend. “Rich is a State of Mind” sheds new light on the concept of managing and planning personal finance and life in general. It is written like a modern day fable instead of a textbook and through the lives of the characters, they teach people to learn to define themselves first by what is meaningful in their lives and secondly, to learn to plan the structure around those dreams in order to attain them.

They make the point clearly that it isn’t what you have or what you do for a living that defines you, but what you stand for. They address the needs of the new knowledge worker’s quest for meaning in their lives while offering them a clear and easy to follow roadmap of how to financially recover from the conditions that changed their beliefs of what their future was to look like. This book also gives them the clarity necessary to manage their finances and their lives in an evolutionary fashion so that they understand that as life circumstances change, so do dreams and plans. As a result, they will be better equipped to ride the highs and lows of the industry in the future.

This book teaches, not preaches, about the beauty of combining dreaming and planning. It teaches about personal evolution, changing life circumstances and the practicality of financial planning. In short, it teaches you how to not just plan your finances; it teaches you to live your life.

As the book's main character Richard Jarvis said "rich isn't something that you have, it's something that you become in the process and it has nothing to do with money".



"Rich is a State of Mind" is available in most bookstores or from [www.richisastateofmind.com](http://www.richisastateofmind.com). Discounts are available for volume purchases by calling (866) 727-0634. If you are interested in having Robert and/or Michael speak to your company or organization please contact them at: [info@richisastateofmind.com](mailto:info@richisastateofmind.com).

## Author

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Michelle Kowalchuk joined Dspfactory as Vice President, Human Resources for Dspfactory in June of 2003. With 9 years of human resources experience in the high-technology industry, Michelle provides organizational leadership through the design and development of programs that align Dspfactory's business strategy with its employees.