

It's Not the Number. It's Your Life.

A complete shift. For adults, families, and children.
built not around budgets, but around **freedom, identity, and lasting wealth.**

NO SHAME

NO BUDGETS

JUST CLARITY

The world teaches math. Nobody teaches *money*.

Most of us learned about money from silence, stress, or scarcity. We watched our parents argue over bills, or never talk about them at all. We entered adulthood with inherited beliefs: **I'm not good with money. Wealth is for other people. Spending means I'm okay.**

The financial world is still broken. It teaches products, not behavior. It gives you a spreadsheet when you need a mirror. It addresses the *symptom*: debt, overspending, under-earning. It ignores the root: **your relationship with money.**

And children? They're handed piggy banks and told to save, without ever learning what money means, what it represents, or how to build a life with it.

Financial Intelligence was built to change that, for every generation, at every stage of life.

"I spent years as a CFO — managing the finances of enterprises across the globe. I know what money does at scale. What I never saw taught anywhere was what money does to people."

Eleni Neti | Former CFO · Executive Coach · Founder

One ecosystem. Every dimension of your financial life.

1:1 EXECUTIVE COACHING

Deep, private work on your money story, leadership identity, and wealth-building strategy. For executives, founders, and high-performers.

GROUP SESSIONS

Peer learning in a facilitated, judgment-free space. Share patterns, break cycles, and build new habits alongside people who get it.

WORKSHOPS

Immersive half-day and full-day experiences on specific themes: from negotiating your worth to building intergenerational wealth.

MASTERCLASSES

Expert-led deep dives on investing, money behavior, financial identity, and building wealth without compromising who you are.

KIDS & FAMILY PROGRAMS

Age-appropriate financial experiences for children and families. Because the patterns start early. And so should the freedom.

COMMUNITY & EVENTS

A living ecosystem of like-minded people. Retreats, panels, community circles, and collaborative experiences around money and life.

This doesn't exist anywhere else.

Financial Intelligence is not a coaching program. It's not a course. It's not a seminar. **It is the first full-spectrum financial ecosystem** designed to transform your relationship with money, from the inside out, across every age, stage, and life situation.

01 IDENTITY-FIRST

We address money at the belief level, not the behavior level. Behavior follows identity. We fix the source.

02 MULTI-GENERATIONAL

From age 6 to 60+. We build financial intelligence across families, not just individuals.

03 COMMUNITY-POWERED

You don't just learn. You belong. A peer ecosystem that holds you accountable and elevates your thinking.

04 NO SHAME ARCHITECTURE

Every touchpoint, coaching, workshops, community, is designed around safety, dignity, and radical honesty.

You don't need more money to start living differently.

Wealth is not a destination. It's a way of moving through the world: with clarity, confidence, and a story about money that finally serves you.

Whether you're an executive rewriting your relationship with earnings, a parent who wants to break the cycle, or a child just beginning to understand what money means — **Financial Intelligence was made for you.**

JOIN A FREE INTRO SESSION

Experience the work before you commit.

EXPLORE 1:1 COACHING

Private, deep, and transformative.

BRING IT TO YOUR FAMILY

Enroll your children. Build together.

“Freedom from the inside out. That's not a tagline. It's the outcome.”