

FINANCIAL INTELLIGENCE

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

A complete shift in how you relate to money — built not around budgets, but around freedom, identity, and lasting wealth. For adults, families, and children.

NO SHAME

NO BUDGETS

JUST CLARITY

www.neti-coaching.com

EXECUTIVE COACHING · COMMUNITY · EVENTS

WHY THIS EXISTS

The world teaches math. *Nobody teaches money.*

We learn about money from silence, stress, or scarcity — never from a place of clarity.

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What money does at scale, I managed for years. What it does to people — that's never taught.

Eleni Neti · CFO · Executive Coach · Founder

01

Inherited beliefs

We enter adulthood with stories we never chose: “I'm not good with money,” “wealth is for other people.”

02

A broken system

The financial world teaches products, not behaviour. It hands you a spreadsheet when what you need is a mirror.

03

Children left out

Kids get a piggy bank and a rule to “save” — without ever learning what money means or how to build a life with it.

WHAT WE OFFER

One ecosystem. *Every dimension of your financial life.*



1:1 Executive Coaching

Private work on your money story, leadership identity, and wealth strategy — for founders and high-performers.



Group Sessions

Peer learning in a facilitated, judgment-free space. Break cycles alongside people who get it.



Workshops

Half- and full-day immersives: from negotiating your worth to building intergenerational wealth.



Masterclasses

Expert-led deep dives on investing, money behaviour, and financial identity.



Kids & Family

Age-appropriate financial experiences for children and families. The patterns start early — so should freedom.



Community & Events

A living ecosystem: retreats, panels, and circles built around money and life.

OUR UNIQUE VALUE PROPOSITION

This doesn't exist *anywhere else.*

Not a program. Not a course. Not a seminar. The first full-spectrum financial ecosystem that transforms your relationship with money — from the inside out, across every age and stage.



Identity-first

01

We work at the belief level, not the behaviour level. Behaviour follows identity — so we fix the source.



Multi-generational

02

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



Community-powered

03

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



No-shame architecture

04

Every touchpoint is designed around safety, dignity, and radical honesty. No judgment, ever.

YOUR NEXT STEP STARTS HERE

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.



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.”

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