

Episode #1 The TMI Effect

Hi and welcome to the first introductory episode of Jenny-in-the-Corner-Office: Episode number 1: The TMI Effect. I'll be hosting today's podcast and all of the other ones... Who am I? I'm Jen Schell—an Investment Advisor with CIBC Wood Gundy.

Wait? Did she just say the word, "investment?" I know that your ears all perked up when I said the word "Investment." I can hear you in the ether... Yes! She's going to tell us how to get rich. I can quit my day job and live independently wealthy. Now we don't need to read the secret anymore and I can throw my vision board away...

You mean, recycle. You will recycle your vision board, because our planet is in peril and we don't need any more toxic visions clogging up our landfills.

Ah, I digress... So, yay! Investments! I'm excited that you're excited. Investing can be an exhilarating process, but I'm going to have to ask you to settle down now... because I won't be giving you any amazing stock tips or any recommendations unless you become a client. And for this, we would need to take it offline. And even then, you have to work for it and prove to me that you are a nice person, because I'm super nice and people like to work with other people just like them.

Regardless of your disposition, if you think I should hear from you and duh duh duh...for my first shameless plug, you can e-mail me at Jennifer.schell@cibc.com with your enquiry or feedback, both good and bad. Also, please specify if you would like me to respond publicly on a future podcast episode otherwise I will respond in a confidential matter. Because privacy matters and I respect that.

Get ready to have your minds blown. Blown away with possibility that is.. I am going to give you some much needed insight. Actually at this point, I think it's urgent. In my podcast series, you are going to learn how the financial system works and how to get it working for you. That's it. That's the whole point of my podcast series. I want you to be the one to kick me out of my corner office with all of your savvy financial knowledge. You're so smart. It won't take you that long... you're already listening to me. You'll be here in no time.

You can listen to the full legal CIBC corporate disclaimer at the end, but for now, I will disclose that this podcast is for a general audience. I won't be swearing and I won't say

anything inappropriate, so if that's what you're looking for, you came trolling to the wrong place. Please just skip along and let us finance enthusiasts unite in a safe environment free from slander and judgment.

Thank you for tuning in though! And if you feel so inclined, please follow me on Facebook at JenniferSchellWG. That's JenniferSchellWG. I am also on linked in and happy to connect with you. Holler if you all love finance! Dollar, Dollar, Dollar! (Just kidding, it's not all about the royal ladies.)

Now that I'm done hyping, I can begin.

So, I started this podcast because I feel you need to know more about the financial world that we live in and that you need to know how to navigate this monetary labyrinth, effectively. On occasion, I will invite special guest contributors to share their insight and knowledge with us.

The Canadian Financial System is one of the most reputable in the world, if not the best, and we certainly don't use the system to our full advantage. Instead, we complain about how the system is failing us rather than acknowledging the brokenness for what it is, we look for someone to blame. Since I've suffered through my fair share of failure, I can speak from experience. I have 18 years of these experienced years to contribute, hence saving you the time and energy of pursuing your own awkward journey filled with trial and errors. It's not about how hard you fall, it's about how gracefully you recover.

Yep, many people are confused about what they should be doing and there are too many cooks in the kitchen commanding you to do all of these things so that you will be financially secure. This leads to more insecurity. There are a thousand ways to bake a cake, but you only need to follow one recipe at a time. Stanford research studies have shown that multi-tasking damages your brain and ruins your career. Imagine what it can do to your finances.

The problem isn't with the limitations of access to financial knowledge. The issue is that we are overwhelmed with information about financial advice. This is what I like to call the TMI effect. Too much Information. This is why my very first episode is entitled too much information.

Lucky for you, the information overload is about to get an overhaul by me. I'm on the cusp of the millennial generation so I grew up in an analogue world and can therefore bridge the gap

between the analogue generation and the digital one. Get ready people, we're going to tear down those ugly allergy-inducing golden-rod polyester curtains from the eighties and redecorate with modern, sleek, minimalistic window treatments.

These episodes are meant to filter out the information for Canadians so that you have some direction as to where you need to go to get the resources that you need. If you just moved here or if you're thinking of living here or if you have been here for generations, I've got you covered. Canada is an excellent place and I think it's the best place in the world.

If you are still listening in, thank you. Before we go any further, I want to clear up any elephants in the room. I'm about to reveal something about myself. Some of my friends suspected that I might be one and others are certain... but I am a capitalist.

In University, I studied business and I have learned it and I am on the constant pursuit of mastering this profession, even though I hold the piece of paper that declares that I have Mastered Business Administration, I still have nightmares that I am one credit short from graduating.

Before things get out of hand, let me clarify that I'm an ethical Capitalist. I am a capitalist activist and I promote financial sustainability. That's my cause. I fight for financial freedom for all. Not all heroes wear capes.

Truth: I am a promoter of clean capitalism in its truest form. I don't think it should come as a surprise though. I do work for a bank and you deserve full disclosure and transparency. Before you start your protests-which by all means is your right to do so, please allow me to clarify the misconceptions of capitalism.

What is capitalism? Capitalism is based on private ownership and production to operate a profit. If you live in North America, you are living, breathing and thriving in a capitalist based society. Unless you work are a public servant, you are most likely contributing to the capitalistic society. Even then, when you earn a wage, you are taxed and the government uses your contributions to pay for social welfare, our free healthcare and for other programs.

If you own a property, you my friend are a capitalist. Which brings me to my next TMI abbreviation: Tax, maintenance and interest. As a property owner, you need to pay your taxes, maintain your property, pay for the maintenance and pay the monthly mortgage

payment. How are you going to do that? With the wages from your job or through the cash flow that you generate through your business or through an investment that is paying out a cash flow. Cash flow is king and is the elixir of the capitalistic cocktail.

If you are accumulating money in your savings account or investment account, you are a capitalist. If you are a wage earner, you are contributing member of society and you are a well-adjusted capitalist. When you support your local business owner, you are a consumer and are benefiting from the services and products that they provide for you. When you make yourself into a social media superstar, you are using strategic capitalist principles for your benefit.

Lobbying for the vegan agenda is an example of consumer activism, also a form of capitalism, because you are using the power of capitalism to convince others to consume vegetables instead of animal products.

Before you make unfounded assumptions, I'm not an elitist, I come from an upper-middle class family. My mom is a University professor, and my dad is a civil engineer. I grew up in Northern Ontario. I'm a salt-of-the-Earth kind of girl. I'm from Sudbury, Ontario. It's known as the big Nickel, because we actually have a giant plated nickel in a slag dump and it's a tourist destination. If you haven't been, you should check it out. It's life changing.

Capitalist haters claim that the 1% are to blame for hoarding all of the wealth. They blame corporate greed for inequality, economic instability and the environment.

Together, we can change that perception, by putting our dollars to work for causes we believe in. We can function with a purpose. I'll break down the financial system so that you can use it as a resource instead of viewing it as a threat. The best way to beat corruption and mistrust is to provide full transparency and to balance your sources and uses of funds.

The reason why capitalism has such a bad reputation is because it is very powerful, influential and it can invoke change quickly. If you are able to grasp its practicality, you can become a very powerful figure.

By being innovative you can make capitalism work for you in a positive way. The most recent example is the internet and the people who have embraced it are now some of the world's wealthiest people, like Bill Gates, Mark Zuckerberg and Jeff Bezos, the founders of companies

like Microsoft, Facebook and Amazon and you, the influencers, social media stars and businesses who have earned a living off of internet consumers. The internet has made a lot of people into millionaires and billionaires.

Yes, my friends. If they did it, so can you! Your financial future is fiscally friendly.

TMI is my golden ratio of finance... it stands for a lot of building blocks of all you need to know. But when it's broken down, it's manageable. It shouldn't be a secret. All you need to do is believe in yourself and your abilities by gaining the confidence that you require to achieve the level of comfort that allows for your own personal wellbeing and security. To do this, you need the time, money and interest. By interest I mean the engagement towards your own success. You don't even need to know everything about finance—Only enough to make you dangerous and you can delegate the parts you don't like to someone else.

If you remember one thing from this whole podcast session, remember to transform too much information into time, money and interest, because you're worth it.

Your feedback is appreciated, so if you need to reach me, please e-mail me at Jennifer.schell@cibc.com. That is Jennifer.schell@cibc.com .

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