

Money matters

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People say that money is not the key to happiness, but I always figured if you have enough money, you can have a key made.

JOAN RIVERS, AMERICAN TALK SHOW HOST

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Nicole Hague

Joan's right but perhaps in a way she hadn't intended. Chartered Accountant and Business Coach Nicole Hague and her team at NH + Associates help clients move to a place where they have financial security and options.

If you have enough money, having a key made is one option, putting in a whole new door is another. "Being in an environment where we have choices and control our financial position is surely what we all want," she says.

Nicole and her team work with a wide range of clientele, helping them to see clearly, understand what they want in life and how to get there.

"Some want more freedom, some feel lost without a road map to financial security and others just want to better understand specific elements of finance and running a business," says Nicole.

The NH + Associates team particularly enjoys working with like-minded female entrepreneurs to assist them in setting and achieving their goals.

"We're finding more people, especially women, don't necessarily want loads of money or to maximise their income. Increasingly many of us want to be able to live comfortably, plan for the future and be able to spend quality time with family and friends," says Nicole.

NH + Associates finds that female business

entrepreneurs, aged between 24 and 54, are incredibly driven. They know what they want, and they are good at what they do but can be so busy doing it, the planning is not as good as it should be.

"We know business-people generally work incredibly hard, and women in particular manage so many things at the same time - at work and at home. Those with their own businesses wear many hats and some don't realise that, for example, the CFO (chief financial officer) skill set is very specialised. We can help them with what they need to know.

"Once a client can see the wood for the trees, understands, for example, how to manage cashflow better, is aware of all levers available to increase profit, is following a business plan; it's very satisfying to see them re-energised and focused again.

"Burnout is definitely the word of 2021 and we want to support you to avoid that from happening. Being brought up in an era of 'girls can do ANYTHING' has now morphed into 'girls can do EVERYTHING'," says Nicole.

"Let us help give you a new perspective so you can shore up your future which should be full of so many great options."

And a final message for Joan Rivers. Forget the key, get a key code lock; no-one can ever find anything in the bottom of a handbag.