



### Time

Psychologist Abraham Maslow believed that we are all born with a desire to, as the U.S. Army famously coined, “be all that we can be.” Maslow calls it “self-actualization.” However, he suggested that we must first satisfy our Physiological (food, water), Safety (health, financial), Love or Belonging (friendships, family, romantic relationships), and finally Esteem (a feeling of being valued as a human being) needs, prior to arriving at a desire to be all that we can be, or Self-Actualization.

These lower “needs” (Physiological, Safety, Love/Belonging, and Esteem) stem from a lack of something, and often require some level of financial resources to satisfy. We must spend money to buy food, shelter, medical care etc. However, to become financially wealthy, we must not only think about *spending* our money, but rather *investing* it. It is vitally important for us to think about our “Expected Return on Investment (Expected ROI).” We must think purposefully about how much money we expect to make in comparison to the amount of money we spend.

Thankfully, because all of us have worked extremely hard to make the money that we have to spend (even 90% of millionaires are self-made), we tend to naturally think in terms of Expected ROI prior to spending it. A ticket to a concert costs \$80. Most of us will buy that concert ticket if we *expect* to have more than \$80 worth of enjoyment at the concert. A certain financial



investment costs us \$80. Most of us will invest \$80 if we expect our return to be greater than the \$80 we spent initially. Interestingly, even if we do not have the money to buy the concert ticket or make the financial investment, we very often still do so with the knowledge that we will make more money in the future.

Almost all of us think in terms of Expected ROI every time we spend money. Even if done unconsciously, we ask ourselves, “is what I am buying going to provide me with greater enjoyment or wealth than how much I am spending on it?” Unfortunately, we do not do so when thinking about how we spend our time, and our time is truly more valuable than money. Unlike money, we cannot make more of it. Every minute we live is one less minute we *will* live.

Self- actualization, an ability to become the best version of oneself, takes time. We must therefore, just like a financially wealthy person, get beyond how we *spend* our time and instead think about how we are *investing* it. Most of us do not. We spend countless hours on social media, watching tv, and playing video games. We spend time with individuals who, at the very least, undermine our ability for self- actualization, and who at worst actively seek to ensure our failure in achieving it.

When asked what advice he would give his younger self, NBA Hall of Fame basketball legend, Kobe Bryant responded: write down the type of person you want to be in life and what you want to achieve during it. Then, edit out anything that is going to hurt your ability to become that person or achieve those things.

We all have a set amount of time. Invest it wisely.

Attack!

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