

WELCOME!

2 Questions =>

*What do you  
want to get out  
of this  
session?*



or go to  
**[bit.ly/colin-share](https://bit.ly/colin-share)**

**HEFWA 2025**

Using **HUMOR &  
MENTAL HEALTH**  
to Connect through  
The *Human* Side of  
**Money.**

**WITH COLIN RYAN**

**ColinRyanSpeaks.com**

# THE **HUMAN** SIDE OF MONEY



**WITH COLIN RYAN**



**REFRAMING**

# LANGUAGE

FRUSTRATION,  
HARASSMENT,  
PAIN, WOUNDS,  
EMPTINESS,  
TRUST, PRIDE,  
BE SEEN



Create **TRUST**  
& **SAFETY**  
through The  
Human Side of  
Money.

Using **HUMOR &  
MENTAL HEALTH**  
to Connect through  
The *Human* Side of  
**Money.**

# “Making Financial Education Funny”

|                                  |                |
|----------------------------------|----------------|
| Designing a Successful Student   | Rosa Anabouani |
| Money Management Center          |                |
| Making Financial Education Funny | Barbie Tootle  |
| Innovative Initiatives at IUPUI  | Suzanne Sharer |

**Barbie Tootle !!!!!**

**I now believe...**

**Success AND Mess**  
*(Money Is Emotional)*

**Momentum Not Perfection**  
*(Action Matters Most)*

**Confidence Is Currency**  
*(They're Already Smart)*

# PERSONAL RESPONSIBILITY OR STRUCTURAL INEQUITY?



**HELP YOURSELF**



**TALK TO OTHERS**



**STRONGER TOGETHER**

# THE **HUMAN** SIDE OF MONEY



**WITH COLIN RYAN**



**REFRAME BLOCKS**

**BUILD MOMENTUM**

**TEAM UP**

**“EVERYBODY ELSE GETS THIS”**

**“NOT A NUMBERS PERSON”**

**“SHOULD BE FURTHER ALONG”**

**“NOT GOOD WITH MONEY”**

**REFRAMING:**

**NEW THOUGHT**

**+ NEW ACTION**



I Dear Money

TO MANAGE MONEY BEHAVIORS...  
MANAGE MONEY EMOTIONS

FEAR. REGRET. ANGER.  
OVERWHELM. ISOLATION.

COURAGE. COMPASSION.  
COMMUNITY.

**REFRAME BLOCKS**

**BUILD MOMENTUM**

**TEAM UP**



**REFRAME BLOCKS**  
**BUILD MOMENTUM**

**TEAM UP**

We have mentors *if* we ask.



**Janet**



**Joel**

**“We listen, don't judge, and provide tools and advice.”**

**[finwellness@pitt.edu](mailto:finwellness@pitt.edu)**

**We have mentors *if* we ask.**

**The Access Resource Center**

**[Bcc.arc@bcc.cuny.edu](mailto:Bcc.arc@bcc.cuny.edu)**

**Financial Aid Office**

**[Financialaid@bcc.cuny.edu](mailto:Financialaid@bcc.cuny.edu)**



**Nicole**

**BRONX**   
**COMMUNITY**  
COLLEGE

**CU**  
**NY**

# We have mentors *if* we ask.

**Gilbert**



**Sara**



**Sofia**



**Carolina Financial  
Well-Being Center**

**[cfwc.unc.edu](http://cfwc.unc.edu)**

# We have mentors *if* we ask.

Rachel  
→



Rachel Villanueva  
rvillanueva@yvcc.edu



**YAKIMA  
VALLEY  
COLLEGE**

[yvcc.edu/financial-aid/fin-lit](http://yvcc.edu/financial-aid/fin-lit)

**ONE  
DESIGNED  
ACTION**

# Feedback + Free Guides

# ONE DESIGNED ACTION

or go to

[bit.ly/colinfeedback](https://bit.ly/colinfeedback)

## 15 TIPS FOR FINANCIAL SUCCESS

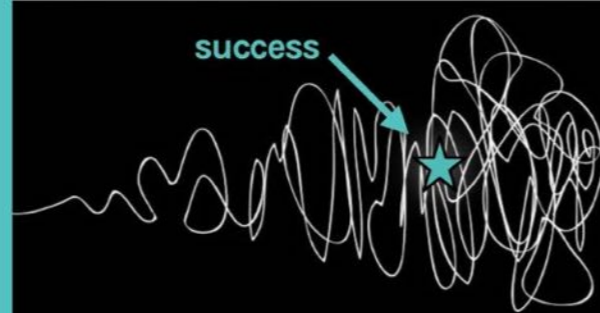


**COLIN RYAN**

Author of *A Comedic Guide to Money*

59

*Wealth  
Unscripted*  
Your *Imperfect*  
Path to Financial  
Success



*Colin Ryan*

Author of *A Comedic Guide  
to Money*

Create **TRUST**  
& **SAFETY**  
through The  
Human Side of  
Money.

**WHAT DID  
YOU NOTICE?**

**LISTENING**

# TOUCHSTONES

**WORRY ABOUT?**

**HOPE FOR?**

**PROUD OF? / ALREADY KNOW?**

**MOTIVATED BY?**

**THINK BUT WON'T SAY?**

***DON'T KNOW? ASK THEM.***

# Hesitations about attending...

|  |            |
|--|------------|
| <b>Will this apply to me?</b>  | <b>7%</b>  |
| <b>Everyone seems to get this stuff except me.</b>                   | <b>9%</b>  |
| <b>Will this be depressing?</b>                                      | <b>9%</b>  |
| <b>I'm not a numbers person.</b>                                     | <b>10%</b> |
| <b>Will this make me feel bad about myself?</b>                      | <b>12%</b> |
| <b>I'm not great with money and honestly I feel guilty about it.</b> | <b>13%</b> |
| <b>Will this be boring?</b>  | <b>20%</b> |
| <b>I have no hesitations about attending</b>                         | <b>21%</b> |

**WHEN YOU'RE**

**IN VIEW**

**YOU'RE ALREADY**

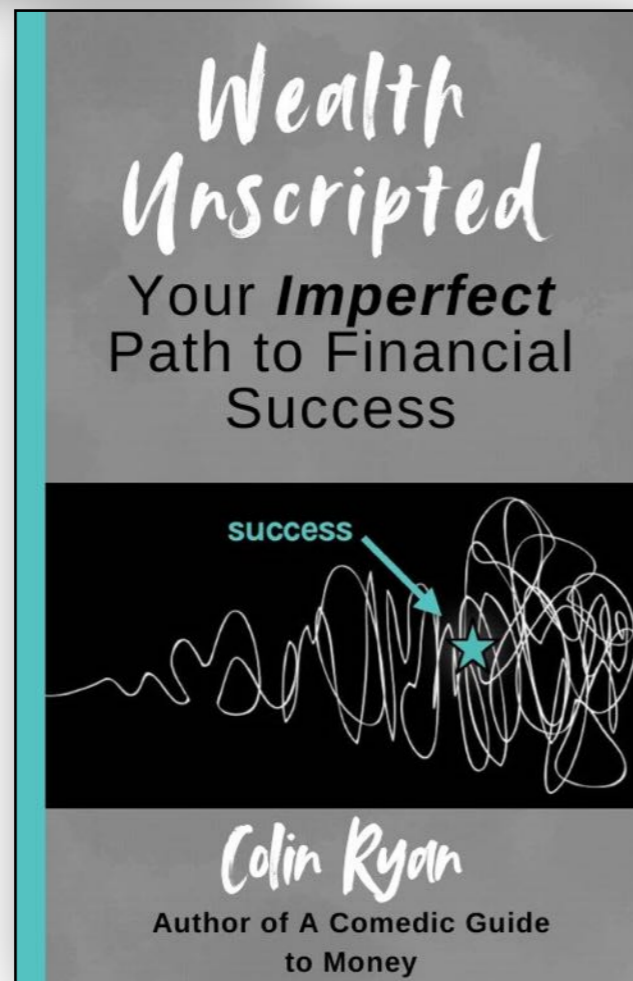
**ON STAGE**

Feedback + Free Guides

ONE  
DESIGNED  
ACTION



59



or go to

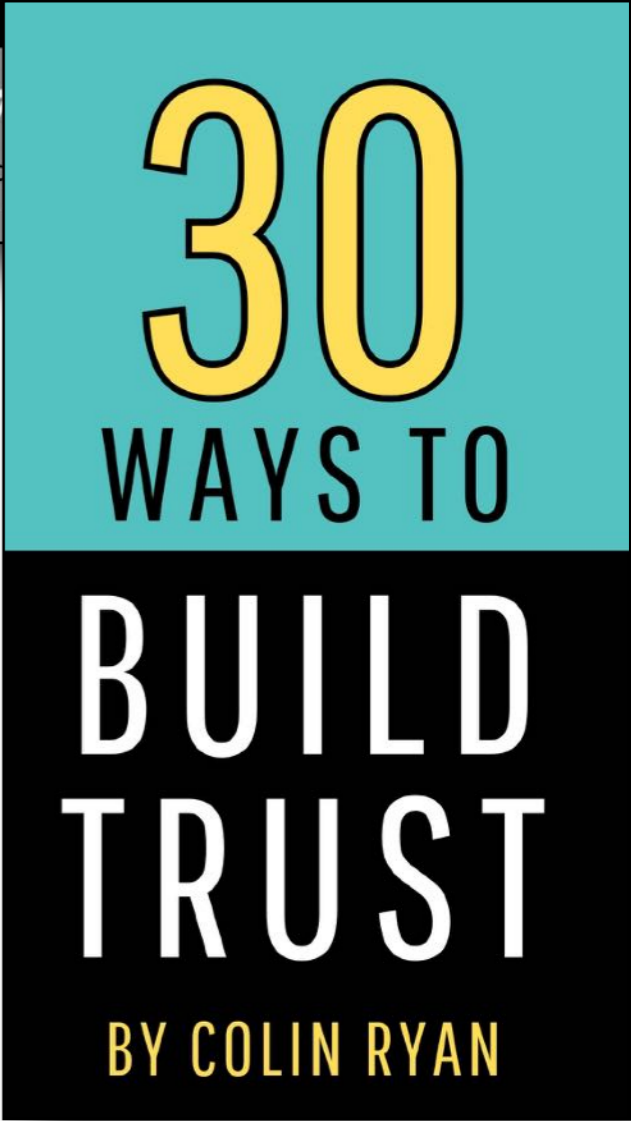
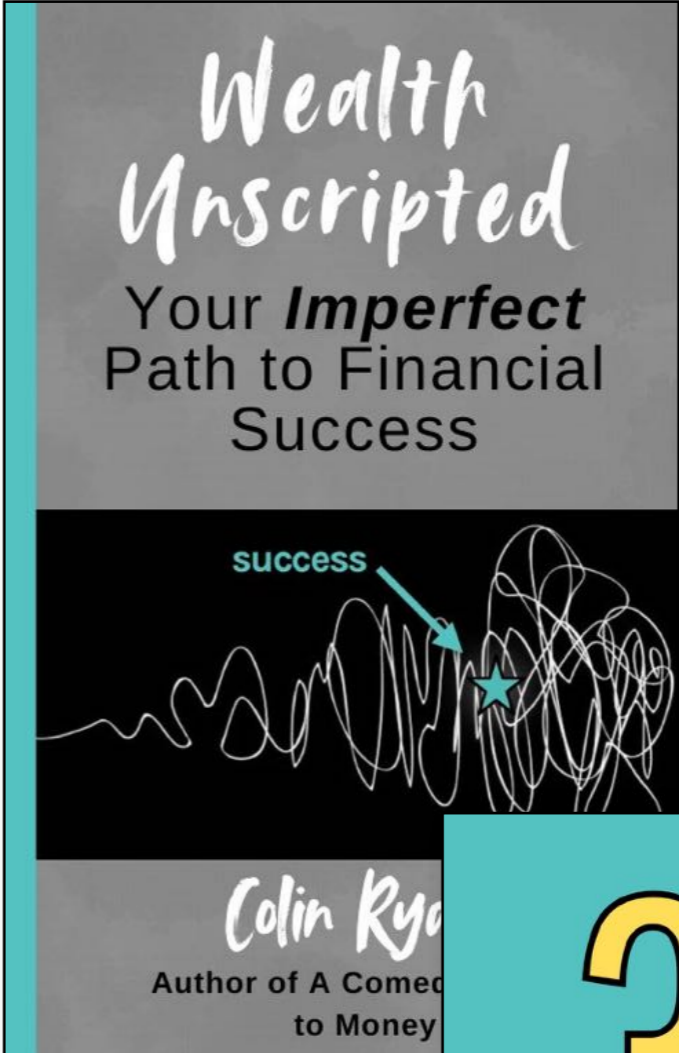
[bit.ly/colinfeedback](https://bit.ly/colinfeedback)

# Feedback + Free Guides



or go to

[bit.ly/colintraining](https://bit.ly/colintraining)



# STORY TELLING

# Your Story Opportunities



Keynotes/Workshops/Webinars | Funding Requests

Grant Reports | Emails, Posts & Videos

Coaching Courses + Programs | Elevator Pitches

Podcast + Media Interviews | Presenter Bio

Panel Appearances | Coaching Sessions

| *and more!*

DESCRIBE A  
PHOTO

**NOT A VIDEO**

# **ORIGIN STORY**

---

**First job / First car? What lesson did you learn?**

**HOW did you learn a hard lesson about money?**

**What made you first start caring about your work/topic/service?**

**What's a challenge you've overcome/faced?**

**Who is a mentor/ inspiration of yours?**

# SUCCESS STORY

**Who is someone you helped get from stuck to success?**

**What did they look/sound/act like BEFORE? Give a detail to show this.**

**One thing that helped them get unstuck?**

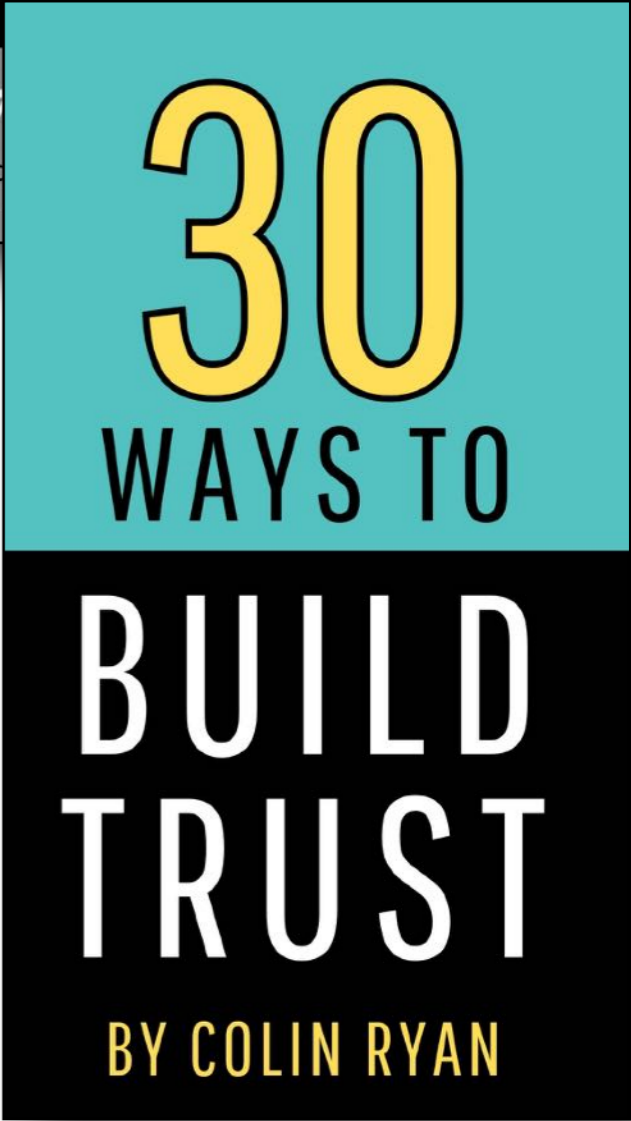
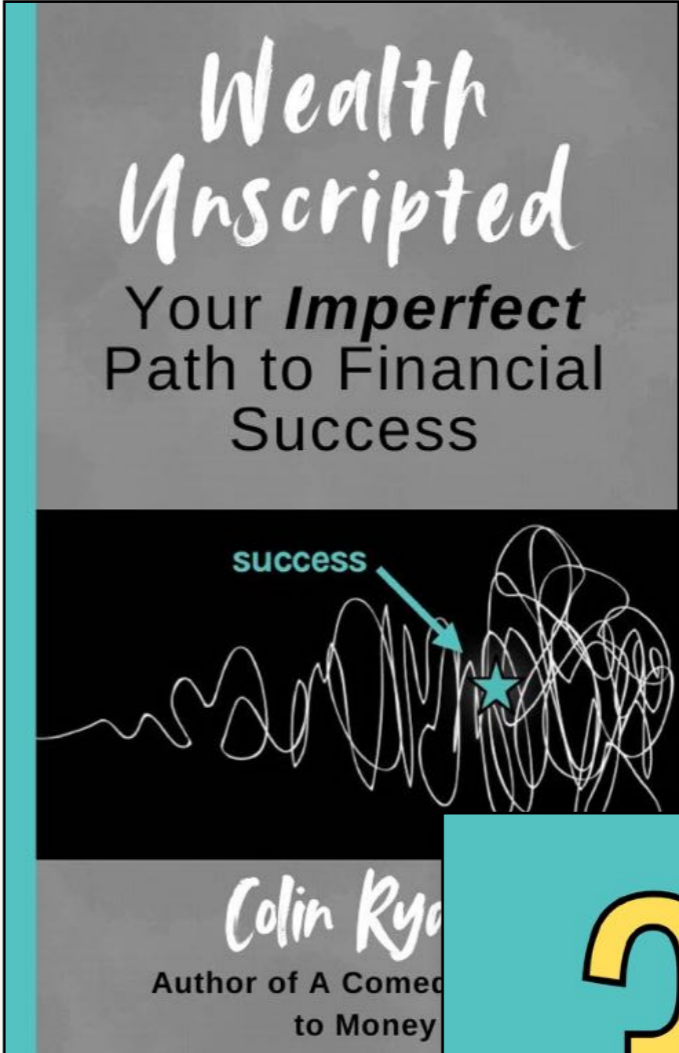
**What did they look/sound/act like AFTER? Give a detail to show this.**

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“Brilliant, hilarious and beautifully compassionate.”

Mark Nash, Psychotherapist

# EPIC TINY VICTORIES

HOW TO (MOSTLY) THRIVE  
WITH DEPRESSION & ANXIETY

**Colin Ryan**

Author of “The Comedic Guide to Money”

## THE COMPLICATED ART OF FINANCIAL COMPASSION

I was standing in the middle of a large circle of teenage parents, about to give my financial presentation, and this time it felt very different.



I had given financial presentations hundreds of times to groups all over the state. I had become really passionate about what I was teaching, because the same financial advice I was giving people I was also applying in my own life, and seeing amazing results. I was living my very own American Dream.

And now that path had led me here.

First, this was not a traditional high school. It was an alternative G.E.D. program for teen moms on fixed incomes. Also known as welfare.

Second, if I was going to teach them anything, I would have to get their attention first.