

Getting Them Out of Your Basement

Raising Financially Fit Kids of All Ages

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Millions of young adults are drowning in debt, scarfing down avocado toast while carrying 96-month car loans. Half don't know how credit works. And a home of their own is out of reach. But before we blame the kids, let's check the scoreboard. Schools skip it. Parents fumble it. Meanwhile, marketers are running advanced AI simulations to get your 9-year-old to crave a \$400 hoodie. They're heat-mapping the mall like it's a battlefield – and your kid's spending habits are the prize.

The truth? Financial wisdom rarely passes down by accident. It needs intention, repetition, and the right kind of modeling. Instead, most parents just model *stress*. In this fresh, funny, and occasionally painful keynote, Gordon Stein shows how to raise kids who aren't just financially literate – they're financially *fluent*. He lays out a powerful playbook of how to model key behaviors across 6 financial principles.

Expect stories, real-life examples, and ideas you'll wish you'd started ten years ago. No preachy spreadsheets. No "skip the latte" lectures. Just a fresh approach to help the next generation break free from the consumer hamster wheel – and maybe even afford a place of their own.

Because raising financially fit kids isn't just about money. It's about freedom. And finally getting the good towels back.

Learning Outcomes

Audiences will learn how to:

- Model money behaviors that actually stick – without lectures
- Talk about money with kids of every age (without starting a mutiny)
- Use age-appropriate milestones, habits, and challenges to build lifelong financial confidence
- Break generational cycles and raise kids who know how to earn, save, spend, and invest – leaving the marketers hungry and confused