

Profile of Carol Yip



**Founder and CEO
of Abacus For Money
The Abacus Academy
Author 'Smart Money-User'**

Carol Yip holds the following qualifications:

- a. Bachelors Degree in Economics (with Honours) from Monash University in Melbourne, Australia,
- b. Masters Degree in Business Administration (Majoring in Finance with Distinction) from the University of Hull, UK
- c. Certified Financial Planner (CFP) from the Financial Planning Association of Malaysia (FPAM)
- d. Registered Financial Planner (RFP) from Malaysian Financial Planning Council (MFPC)
- e. President of Monash Alumni, Malaysia
- f. Member of Monash Alumni Advisory Group of Monash University, Australia

Carol Yip is engaged in the education project driven by Central Bank of Malaysia's Credit Counselling and Debt Management Agency (or AKPK, its Malay acronym) to educate people about their finances. The education program prescribed by AKPK has been approved by the Ministry of Higher. The personal financial education program covers good behaviour and habits towards money, finance and debt management skills, and how to identify personal financial path, among others. And she is also the co-writer of the **Money \$ense** book, published by AKPK.

Currently, she is pursuing her Masters in Counseling with HELP University College, Malaysia, with intention of specializing in financial counseling upon completion of the degree and qualified as Financial Counselor. This is because Carol has a mission of helping people to unleash their life from financial distress, and live a meaningful and peaceful life instead.

To strengthen her work in creating and conducting quality education programs, she aims to undertake some behavioral finance research projects while she is pursuing her Masters in Counseling degree.

With over 13 years of working experience in the financial consultancy industry as auditor and management consultant, Carol has a wide exposure in terms of advisory work to wide variety of clientele in various industry. She has been working in the personal financial planning industry for the last 7 years.

While working with clients, Carol realized that not everyone is born with a natural talent to manage their money well. She found that a majority of people were unable to do practical planning for their personal finances and needed help to learn the necessary skills to be smart money-user and achieving their financial goals.

Carol's Personal Mission

Carol has a vision to promote financial literacy in all levels of society by educating them on the necessity of understanding their behaviour and how it affects their money. She aims to teach them skills that empower them to manage their money better through using simple and easily-understood tools and techniques.

Carol believes in promoting personal financial literacy to all individuals, starting in the early formative years, because personal money skill is an important skill for a person to live a meaningful life with emotional freedom and financial security; making this world a good place to live.

Because Carol understands the psychology of human behaviour and how it can affect a person's financial situation, her unique keynote presentations, money skills workshops, professional financial coaching programs and corporate training are specially designed to allow for one's self-discovery with the elements of:

- Discover and understand the importance of discovering financial behaviour and emotions towards money.
- Evaluate personal money skills process and to enhance one's ability to accumulate, protect, manage and invest money.
- Create support system to improve personal money skills to meet personal money goals.
- Establish a personal financial philosophy to become a responsible, smart and money-wise person.

As part of her work to promote the importance of personal financial literacy, Carol contributes articles to Oriental Daily Newspaper; Marie Claire, Her World, Female, Feminine and Parentthink!; participates in media interviews like RTM 2 and NTV7, RedFM radio, Personal Money magazine, Oriental Daily Newspaper, The Star Newspaper, New Straits Times Newspaper, The 4E Journal of Financial Planning Association of Malaysia; gives public talks to corporate and public seminars and education institutions like Sri KDU International School, Monash University, Taylor's College and HELP University

Carol is a Speaker for Asia Business Forum in Singapore and Hong Kong, Monash University Alumni in Malaysia and Singapore, TEC Asia Centre, Business Network International (BNI) Conference 2007, The Malaysian Secretaries Conference 2007, The Genome Institute of Singapore and Australia Universities International Alumni Conference 2008 in Singapore, The Pinnacle Academy Singapore. She is also the assessor for Malaysia's Small Medium Size Business Industry Award 2007.

Carol's Passion in Personal Financial Education

Driven by her passion in sharing with people of all walks of life the paramount importance of personal money skills, Carol focuses her profession in teaching money skills programs a broad spectrum of people like the young kids, teenager, youth, matured adults, employees, families, business community and senior citizens.

The Abacus Academy, founded by Carol Yip

The Abacus Academy teaches personal financial management education workshops and training programs combine the psychological elements of human behaviour and financial literature, termed as "Behavioural Finance", making the learning a unique feature for the person with the signature education workshops and training programs.

Carol believes in behavioral finance research for the programs to create good values in learning with a commitment to empower individual to take ownership of personal finances.

The Abacus Academy values are:

- * Asian focus and orientation
- * Professional research and education
- * Innovation and creativity teaching
- * Cultural and ethnic diversity
- * Engagement with people
- * Connection with society

The signature personal financial education programs created under The Abacus Academy are:

A. For families:

Smart Money-User workshop for parents

- How Parents can Teach Kids to be Smart Money-Users

Smart Money-User workshop for families

- Family Wealth Legacy Creation

Smart Money-User workshop for couples

- Love and Money Make for a Blissful Marriage

B. For education institutions:

Smart Money-User workshops for college and university students

- How to be a Smart Money-Wise Young Adult

Smart Money-User workshop for elementary to high school students

- Smart Money-User Basic Program

C. For corporate clients and general public:

Smart Money-User workshop for individuals

- Understanding Your Financial Behaviour
- Managing Overspending Behaviour and Trimming Your Debts

Smart Money-User workshop for corporate clients & business communities

- Living Free With Effective Money Skills
- How Life Cycles affect your Career and Impact your Retirement Planning



Carol has recently written a practical money book for today's young adult lifestyles, "Smart Money-User" to bolster wise money habits among mainly the younger generation. They, are after all the torch bearers of the future.

"Smart Money-User" book which is available in MPH, Popular, Kinokuniya and Borders bookstore in Malaysia and in Singapore; and the National Library of Singapore.

Established in 1975, Students in Free Enterprise (SIFE) is a global, non-profit education organization which carries the value of improving the quality of life and standard of living around the world by teaching principles and values of free enterprise has a mission to change the lives of the community by conducting entrepreneurial project targeted in helping people understand about global market economy, financial literacy, and business ethics is using "Smart Money-User" book as resource for the Community Service Announcements in a local radio. SIFE is now on 1600 campuses in 51 countries worldwide.

www.AbacusForMoney.com & www.AboutMoneyTalk.com

More of Carol's work experiences can be found at www.AboutMoneyTalk.com and www.AbacusForMoney.com

www.AboutMoneyTalk.com is a "people-oriented" website where we talk about daily money issues. We feature people from all walks of life and of all ages – from the young to the elderly, from couples to families – who share their experiences, thoughts, emotions and behaviour that have greatly impacted their actions and beliefs in handling money.

www.AbacusForMoney.com is a personal financial management education talks, workshops and programs website. All the education programs combine the psychological elements of human behaviour and financial literature, termed as "Behavioural Finance", making the education learning a unique feature for the person