



mayumi young

media kit

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Mayumi has a rare and powerful combination of skills, insight, and experience as a business owner, financial expert, and coach. She masterfully simplifies the complex language of money so that it is easy for anyone to understand. As a subject matter expert, Mayumi has educated and inspired thousands of entrepreneurs across the country to use financial data to make better business decisions to grow a business, resulting in an increased awareness and accountability of their financials.

As a lifestyle entrepreneur, Mayumi walks the talk. Mayumi's refreshing values-based, whole-life approach to business ownership challenges her audiences to look at their role in their business, and take the risks necessary to create a business that is in alignment with their true self. Through her award winning socially conscious company, she inspires entrepreneurs to make a difference while making a profit.

As a panelist, Mayumi shines as she captivates audiences with her compelling and principle-based storytelling. The transparency of her personal successes and failures contributes to her relatability and impact with her audience.

Mayumi generally speaks to franchises, women's groups, real estate investor groups, CEO networks, and other large groups of emerging businesses with \$250K-\$5 million in revenues. However, she considers all interested parties so please inquire with enthusiasm! Choose from one of her many popular topics or request a customized seminar tailored to the specific needs of your group.

mayumi young enlightens audiences with

values-based
financial planning

Mayumi combines the practical knowledge of money with the laws of abundance, creating a personalized whole-life approach to creating legacies of wealth."

Gabriel, Los Angeles, CA
Financial Advisor



speaking topics



BUSINESS FINANCE

The Simple Truth About Business and Legal Formations

Understanding what legal entity makes sense for your type and size of business can avoid costly mistakes. Learning the two key factors in choosing the right entity can save you thousands in taxes. Get the real scoop on incorporating in other states, and the truth about C corps.

QuickBooks Simplified

Join us for a hands-on training workshop where you will learn 20% of the system that entrepreneurs use 80% of the time. Practice in real time how to use QuickBooks for your business! Presented by a team of accounting experts and CPAs, we take the fear and confusion out of this necessary business tool. You'll learn key accounting principles, five essential QuickBooks functions, and how to implement QuickBooks into your growing business.

PERSONAL FINANCE

Whose Wealth Are You Working For?

Has shopping become your favorite sport or leisure activity? Is your wallet on the only diet plan that seems to be working? If so, this talk will transform your relationship to money. Knowing the qualities and characteristics of assets and liabilities is the first step to creating your own wealth instead of building the wealth of others (eg. Starbucks, Apple and Lexus).

Financial Fitness

It is financial fitness (mastering the game), not financial literacy (mastering the rules) that leads to financial success. Money mastery takes time but in this presentation we discuss the 3 key accelerators to your growth from a financial perspective and provide best practices to help you reach your goals.

Cashflow 101 Game ("Monopoly on Steroids")

Learn the fundamental principles of what it takes to achieve "financial freedom" and have fun while developing financial literacy. Tailored for large groups where up to 6 people per board game are guided through an educational experience of Robert Kiyosaki's famous Cashflow 101 board game. Feel the excitement and energy of getting yourself out of the "Rat Race" and then help others do the same.

"The concepts and examples were easy to grasp. The humor helped lighten up an important and sometimes difficult subject. I wish I had known your methods many years ago. It makes so much sense."

Darlene, Vista, CA
Business Owner

mayumi is a financial and business subject matter expert



Do your franchisees need custom training around their accounting and business systems?

Are you a women's organization that needs a mentor to educate and empower your audience?

Is your real estate investor group looking for specialized accounting and tax expertise?

experience

mayumi has led seminars to organizations including

- iLab Entrepreneur Accelerator
- FortuneBuilders (real estate investor community)
- Administrative Professionals Conference (APC)
- Fit4Mom Franchise (formerly Stroller Strides)
- Moms in Business Unite
- The Ultimate Game of Life (TUG)
- Small Business Development Center (SBDC)
- SCORE Women's Business Roundtable
- National Council of Negro Women
- Valley Economic Development Center (VEDC)
- San Diego North Chamber of Commerce
- African-American Business Women of Vision
- Nouveau Riche (real estate investor community)
- Money & You
- Kyocera Wireless
- ACCION
- Pacific Bell
- Port of San Diego
- Bayview Baptist Church
- Warm Spirit, Inc.
- National Seminars



Book Mayumi as your organization's entrepreneurial financial and business resource

Crowdfunding Platforms & Providers

Franchise Organizations

Real Estate Investor Groups

Women's Business Organizations



Mayumi receives her greatest inspiration from her late grandfather, David Jones. Her grandfather and his siblings created a "Family Bank." After 42 annual family reunions and hundreds of family beneficiaries of the "Family Bank" vision, the Jones family gave new meaning to the concept of "Keeping up with the Joneses." The Jones family legacy has given Mayumi profound understanding of what a small few can accomplish when they work together.

"never underestimate the power of a few committed people to change the world. indeed, it is the only thing that ever has."

- margaret meade



The Jones Family

In the 1940s, when Mayumi's great-grandmother (David's mother) was ill, David and his siblings pooled their money to help cover her health care costs. When she recovered, they continued pooling money, borrowed from that pool to buy homes, and repaid borrowings plus interest back to the "Family Bank."

The Jones siblings then created an educational scholarship fund, and a "Family Bank" that other family members could borrow from. Collectively, seven working siblings: a bus driver, bookkeeper, school teacher, homemaker, and soldiers, created wealth by working together.

family bank

A "Family Bank" can bring families together to create wealth collectively, empower family leadership, and pass on a legacy to future generations. This is done by shifting control of wealth creation back to the powerful family unit, by giving every family access to create self-sufficient communities, using simple, proven strategies of the wealthy and affluent.



Mayumi learned from her mother, who only achieved a sixth grade education, that boundaries only exist within one's mind. Her mother instilled in her the power and opportunities of lifelong learning and the fundamental belief that she could achieve anything she set her mind to. Unwilling to accept the social and economic limitations of her family and community, she went on to graduate from Syracuse University, and to form several companies.



Mayumi's proudest accomplishment is teaching financial literacy to children. Through her company, Inspire Learning, Ltd, Mayumi has spent the past decade developing programs that inspire children, entrepreneurs and families to be financially aware and accountable.

Mayumi is committed to educating young people and underserved communities and has provided youth programs, mentoring and leadership for over a decade. She has delivered her custom financial education curriculum for kids, which she has voluntarily delivered to multiple youth organizations and thousands of children throughout California, including High Tech High school, the National Council of Negro Women's symposium for girls, and the youth of Bay Area Community Resources (BACR).

Mayumi has also been an Advisor for California Jump\$tart Coalition, a financial literacy advocacy group for kids. She believes that young people deserve to learn today what most adults learned the hard way.

To continue the legacy of giving back to the community with an emphasis in teaching financial literacy to children, Mayumi's company, CPA MOMS, LLP has teamed up with Inspire Learning to provide donated services from CPAs through a program called CPA MOMS Cares.

cpamoms[®]
cares



"Why settle for creating something mediocre that does little more than make money, when you can create something outstanding that makes a lasting contribution as well."

-Jim Collins, 'Good to Great'

financial literacy

professional history

Mayumi Young, CPA Bio

After obtaining her CPA while working for Price Waterhouse, Mayumi joined a multinational telecom company and rose quickly to European Finance Director, where she was responsible for more than 30 percent of the company's worldwide revenue, or almost a quarter of a billion dollars, and managed a team of 100 professional accountants in 11 countries.

Mayumi's passion to make a difference with entrepreneurs forced her to choose a purpose filled path of her own. She has created multiple companies focused on financial education, empowerment, and service. In 2000, she formed Inspire Learning, Ltd., which designs, develops, and delivers custom financial literacy curriculum for children in schools. In 2004, Mayumi started Club Freedom, a coaching community that helped start-up entrepreneurs shift their mindset and transform unwanted financial results into productive results. In 2008, Mayumi created CPA MOMS, LLP, which matches entrepreneurs with expert CPAs improving the quality and service of accounting services to entrepreneurs, while giving mompreneurs the opportunity to have a family and career.

Her multi-dimensional perspective of money and finances expands beyond corporate walls and business ventures. Mayumi is an international professional trainer and speaker. She has been a national trainer for National Seminars, and is also a Certified Professional Coach with an expertise in accelerated financial coaching. She also worked as the Development Director for High Tech High, a public charter school funded by the Bill Gates Foundation. Mayumi sits on the Board of Directors of VEDC, a national CDFI that provides loans to disadvantaged business owners. She actively volunteers in her community and spiritual center. Mayumi lives in San Diego with her husband.

“to inspire and educate the world to design and live a life that matters”
- mayumi's mission statement



Though she is a highly regarded financial expert, Mayumi believes that the mighty dollar is only as valuable as the emotional and mental well-being of its owner. Many people stress about money, whether they are concerned about getting more of it or safeguarding what they have. Struggles with money are usually only a symptom, not the source of our frustration and unwanted financial results.

By empowering people with real life tools, a real understanding of how money works and powerful coaching, Mayumi helps transform prosperity-sabotaging behaviors into actions that achieve positive and powerful results. Mayumi's philosophy is that money is powerful and abundant, and is a by-product of living a lifestyle that is true to our passions and joy in life.