

About Brian Nelson Ford



" The 8 Pillars of Financial Greatness hits the nail on the head. Brian Nelson Ford breaks the trend and delivers an educational, enjoyable, and refreshing read for anyone who wants to get serious about money. "

The New York Times

Brian Nelson Ford is the Founder and President of 8 Pillars Financial Education Company. He has a passion for teaching personal finance and takes great pride in helping individuals, families, and organizations reach Financial Greatness. Brian envisions a financial education company that literally rejuvenates the country's financial health one person at a time. He works diligently to accomplish this vision by providing first-class personal financial education at an affordable price—with no strings attached. For these reasons, Utah Valley Magazine has listed him on their Fabulous 50 list – recognizing some of the most accomplished individuals in Utah. In addition, Business Q Magazine has recently named Brian as one of the top 10 entrepreneurs in Utah!

Brian is an accomplished and well-respected author. In addition to *The 8 Pillars of Financial Greatness*, he has authored an award-winning children's book titled *Marshmallows and Bikes – Teaching Children (and Adults) Personal Finance*. His latest title is a stunning, full-color book of inspirational quotations called *Financial Wisdom – Timeless as Nature*.

Brian is a dynamic speaker and teacher. He often says that “to know how to do something and to do it are two very different things. If everyone did what they knew was good for them, we would all be exercising regularly, saving money, choosing healthy diets, and avoiding needless debts. . . People learn best with their hearts, not with their heads.” If you have ever seen Brian speak in person, you will agree that he teaches from the heart and motivates people by focusing them on their values (such as Family, Health, Spirituality, Happiness, Peace and Security).

Brian's formal education is unique. Most financial teachers do not have the opportunity to study the intricacies of relationships and money in school. Yet this is exactly what Brian accomplished with his formal education. He received Bachelor's Degrees in Business Management as well as Marriage, Family & Human Development from Brigham Young University. Further, Brian received a Masters Degree in Personal Finance from the College for Financial Planning.

Brian's greatest joy and mission in life has very little to do with money. He believes that money without meaning will not bring lasting happiness. Brian's “meaning” centers on his family and surrounding community, and he believes each person must connect their finances to their most important values. He puts it this way: “The purpose of the 8 Pillars is to help you reach greatness—not just financial greatness. This is an awkward way of reiterating that money is not your end goal. The happiness of your family, the contributions you make in life, and the dreams you pursue are your end goals. Obtaining Financial Greatness enables you to put your money worries behind you so that you can focus on living a fantastic life.”

Brian's experience as a financial coach combined with his background in business and education uniquely qualify him to impact people's lives for good. Every day, Brian looks forward to the challenge of helping others reach Financial Greatness.