



The CASHFLOW Quadrant

The CASHFLOW Quadrant defines how different people generate their income or money. On the left side, the E (Employee) and S (Self-employed or Specialist) focus on earning income and greatly value a safe, secure job or career. On the right side, the B (Business owner) and I (Investor) focus on creating assets to provide their income source using other people's time and money. Above all, they value financial freedom.