



 BARCLAYS

# LITTLE GUIDE TO LAGOM

APPLYING THE SWEDISH  
ART OF BALANCED LIVING  
TO YOUR FINANCES

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WHAT IS  
LAGOM?

# LAGOM HAS NO EQUIVALENT IN THE ENGLISH LANGUAGE BUT LOOSELY MEANS 'NOT TOO LITTLE, NOT TOO MUCH, BUT JUST ENOUGH'.

It's evident in everything from Sweden's generous social welfare system to its understated, functionalist design tradition and typically non-hierarchical, democratic companies. Put simply, lagom frowns upon flashiness and extravagance, instead celebrating the insight that anything more than 'just enough' is a waste of time.



# IN A FAST-PACED WORLD OBSESSED WITH ECONOMIC GROWTH AND CONSUMPTION, THE ETHOS OF LAGOM CAN BE INCREDIBLY LIBERATING.

Through a simple form of mindfulness and freedom from clutter and material obsessions, lagom promotes balance in everything from the way we eat and shop, through to the way we live. In many ways, this conscious approach to life means that we can improve the things that really matter, while gaining time and more space to think and connect with ourselves.



THE LAGOM APPROACH OF SAYING STOP WHEN YOU'VE HAD ENOUGH BUT REFUSING TO ACCEPT A SLOPPY SOLUTION FOR THE SAKE OF KEEPING THINGS SWEET MEANS THAT GETTING THINGS RIGHT IS EASIER.

Consistently ranking among the happiest, most equal and trusting nations in the world, it's safe to say that the Swedes are onto something.





CAN LAGOM  
BE APPLIED  
TO FINANCES?

# I BELIEVE THAT APPLYING THE PRINCIPLES OF LAGOM TO ALL AREAS OF YOUR LIFE CAN BE HUGELY BENEFICIAL FOR YOUR OVERALL WELLBEING AND HAPPINESS.

It is certainly clear from the new report from Barclays that, when it comes to our finances, living a little more lagom can genuinely help improve our overall life satisfaction.

That is why I've worked with Barclays to create this guide. I hope that it helps show how small changes can bring real benefits. After all, lagom is about finding happiness in a sustainable sense – it is not about extremes.





FIVE TIPS  
FOR 'LAGOM'  
FINANCES



MONDAY



TUESDAY



# PLAN YOUR MEALS AHEAD SO YOU SHOP JUST ENOUGH

TIP #1

# IT MIGHT SOUND INSIGNIFICANT, BUT BEING CONSCIOUS IN HOW YOU PLAN YOUR FOOD SHOPPING CAN BE A GAME CHANGER.

Think about the week ahead, pick out recipes, account for lunch boxes and make use of any current deals, and you'll soon find that you're less likely to get spontaneous takeaways, you waste less food, and your food bills end up significantly cheaper. Put simply, you've shopped 'just enough', the lagom way. It's all about taking that one hour to make sure that you're one step ahead and don't have to think for the rest of the week. It's all there in your cupboards, planned out for you – by last week's you. **It's a great feeling.**



CARE FOR WHAT YOU HAVE  
TO SAVE COSTS & MAKE  
YOU APPRECIATE NEW  
ITEMS EVEN MORE



TIP #2



# SWEDES DO NOT TAKE A THROW-AWAY KIND OF ATTITUDE TO ANY OF THEIR BELONGINGS.

If you care for the things you have, they last – no matter how much (or little) you bought them for. Replacing furniture, clothes and other items that still have life in them is not just a waste of money; it's bad for the environment too.

In giving your old chairs a lick of paint, washing your clothes with care and upcycling old items and fabrics, you can live more sustainably with regards to both your finances and the world around you. And when you do go out to buy something you really need, **you'll appreciate it that bit more.**



# SAVE JUST ENOUGH EVERY MONTH

TIP #3:



## FIND MOTIVATION TO SAVE BY SETTING A CLEAR GOAL.

Perhaps you're planning a big holiday next summer, or you're saving for a course or to buy your own house? Take an honest look at the cost and what you'll need, and break it down into small and achievable steps. When you know that your savings this month are part of a bigger plan, a step on the journey towards your dream, setting the money aside will seem that bit easier.

The secret is in knowing that you don't have to change your entire life around today – but being consistent and committed to saving a lagom amount every month will get you there. **You know it – because you have a plan.**





**KNOW THERE IS A  
BALANCE BETWEEN  
EXTRAVAGANCE  
&  
MEDIOCRITY**  
• FIND YOUR OWN LAGOM •

**TIP #4:**

# SWEDES ARE RARELY INTO FLASHINESS AND GOING OVERBOARD.

But that's not to say that they settle for mediocrity. On the contrary, 'best buys' lists are a Swede's best friend. The lagom way is to research what's needed and find the perfect thing – no more, no less. Why splash out on a sports car if what you really need is a practical and reliable, if slightly less visually pleasing, car?

By buying items that suit your needs, you can save the money to spend on other items that **benefit your lifestyle.**





PRACTISE MINDFULNESS  
& GRATITUDE

BECAUSE

LESS IS MORE

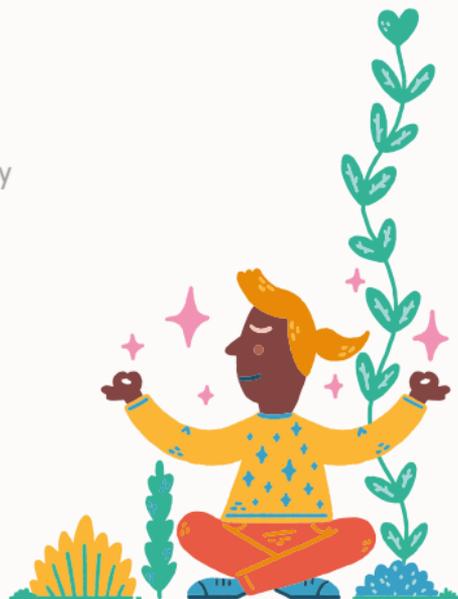


TIP #5



# WE ARE OFTEN MADE TO FEEL LIKE A NEW PAIR OF SHOES OR A BIGGER HOUSE WILL UNLOCK THE SECRET TO HAPPINESS.

In reality, material wealth has a very limited impact on our wellbeing: research shows that money only makes us happy to a degree – usually around the point at which we don't need to worry about covering our basic, daily needs – and beyond that, happiness is found elsewhere. By learning to be present in the moment and grateful for what you have, you will slowly but surely stop looking for comfort in the things money can buy, and learn to appreciate what 'less is more' really means.





**SEE MORE ON BARCLAYS WEBSITE. SEARCH 'BARCLAYS LIVING LAGOM'**

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