

As part of her 2016 Research, Barbara Stewart interviewed more than 50 female and male global leaders to uncover six themes about how smart women are shaping the future of the financial industry:

1. **Finance is the new black.** Financial knowledge allows women to move towards meaningful work in any field that they choose. It gives them the high level view, but also allows them to drill down for deeper insights.
2. **Every industry is the financial industry.** In 2016, every business is a digital business, every industry is the financial industry, and every job requires financial knowledge. This is especially true as employees become more senior: once you need to manage teams, projects and budgets, financial skills are needed in every industry.
3. **Money still talks...but the conversation has changed.** What is being talked about? How effectively are we articulating our messages? What media are we using when we talk about money? Barbara will describe how women are transforming the way that the financial industry communicates, both internally and with its customers.
4. **Follow movement: behaviour drives financial outcomes.** Women are earning more money, controlling more money and they are increasingly major consumers of financial services. Work patterns have changed and product offerings need to be rebuilt to reflect a diverse perspective. Barbara will tell you how to capitalize on this opportunity.
5. **The business of advice goes to extremes:** The ‘robot invasion’ versus the ‘sophisticated advisor.’ Who will come out ahead? It is those in the mediocre middle who will need to worry: mind the gap! Moving forward, wealth management will be about the perfect experience, not the merely satisfactory experience. The path toward building trust is also the business opportunity. Barbara will explain why professional women with high EQs will be the successful sophisticated advisor of the future.
6. **The joy of finance:** Women are boldly venturing into the world of finance using a combination of analytics, problem-solving capabilities, risk-awareness, intuitive thinking, relationship skills and creativity. They are building careers that are in line with their values. Barbara will share examples (whether inside a large organization or a start-up) of how it has now become accepted that making money can be a joyful pursuit!

These are just the highlights: the full 45 minute talk has deeper dives on all of these issues, featuring insights from male and female thought leaders around the world, and Barbara’s unique approach to putting it all in language that welcomes both women and men; senior executives or more junior workers hoping to learn; and both those with a corporate focus as well as those who are looking for personal insights. Barbara’s talk is especially useful for young women 16-34, who are just getting started on their own financial journeys.