



It's

time

to

talk...

Wellesley Financial Adviser Alice Kinnard wants to throw open the door to financial education

In a world where money talks, Alice Kinnard wants to know why we aren't talking about money.

These days, it's very easy to consume. And sadly, there's still a huge gap in education about a lot of money management skills, and that's where advice can be so important.

Alice is eager to get rid of the taboo of talking about money. For many, money management is something that's 'on the list' – "but how long's it been on the list?" she asks. "Let's talk about it today!"

83.7% of financial advisers are male¹

– but more and more women are entering the industry!

Financial education can be a powerful tool for those who have never been taught about money, as Alice told us when we spoke to her about how essential it is to unlock access to financial education for people – especially women – everywhere.

Hi Alice. Can you tell us a bit about your background and what inspired you to pursue a career in financial advice?

After doing the typical school-to-A levels route, I'd developed a real love for maths and knew I wanted to go into finance, but I didn't know what kind of role. I first went into insurance and stayed for 10 years, and then, after an 18-month job search looking for the right role in financial advice, I found Wellesley and Samantha Kaye. Sam is a magnetic lady – I decided I had to work with her!

I really like that Wellesley have a lot of women in management and their board – there's that top-down influence. In my personal life, I'm passionate about building wealth and managing wealth, and this is an opportunity to do something I love with purpose and passion.

Source:

1 St. James's Place, SJP Academy, Harnessing emotional intelligence: Why women make great advisers, published 07/03/2024, accessed 26/07/2024.


What aspects of your role do you find most rewarding and why?

In my job, I'm fortunate to help someone uncover their wishes and goals, and together we figure out how they're going to achieve them. Things need to change when it comes to financial education, especially among women, and I'm in a position to do something about it – I can change that.


Have you had any mentors or role models in the industry? How have they influenced your career?

Sam has really taken me under her wing. She's incredibly knowledgeable and explains things in a way that's really accessible, so even people new to financial advice or those outside of the industry can understand.





Financial planning is traditionally a male-dominated industry. Did you encounter any biases or barriers, and how did you navigate these dynamics?



I've been faced with the big misconception that women can't perform in a role like mine. But financial planning should be a lifelong relationship, and I've found that women are often better at maintaining that long-term connection.

Empathy is the biggest part of this job, and women tend to have loads of that. I'm good at this job because I genuinely care, I'm really curious and I love finding out what's important to each client.

In what ways do you believe the industry can benefit from more diversity, particularly more female advisers?

We're seeing a big change, but there's still a long way to go in the industry. A lot of women are entering the finance space, but there's very little career awareness. So there needs to be a real emphasis on making this career path more visible.

And finally, what advice would you give to other young women considering a career in financial advice?

If you like working with people, have a passion for helping others with their finances and have a passion for accumulating wealth, you would be good at this. You don't have to be good at maths. Yes, there's a lot to learn, but you'll find some incredible support.

So... Why do women make great advisers?

Women have long been associated with high levels of emotional intelligence and empathy. But not only that – with women making up half of the population, it's important that they're accessible and present within the financial workforce.

"I've found that some women prefer to work with women – I can't speak for everyone, but I think some women are more trusting when it feels like someone's 'been there, done that'. They can relate to situations and emotions that men often can't. Ultimately though, I think it really depends on whether you connect to that person. Money is a very emotive topic, so it's just finding that human connection."

– Georgina Daltrey, Head of Mortgage Services, Wellesley. Hear more from Georgina on page 21 of Wealth Matters.

