

FINANCIAL EMPOWERMENT FOR PROFESSIONAL WOMEN

Masterclasses with *Lena*

- Personal finance, the new approach
- Financial planning for different career stages
- Understanding pensions
- Investing: why, what, how
- Financial products for your future goals



**LENA
PEREPELOVA**

Educator, Speaker &
Financial Education Advocate

WOMEN INVESTORS CLUB
INVESTING IS FOR WOMEN

"Lena has a gift of sharing her investment and finance knowledge in an easy and efficient way."

- ↗ Did you know that European women receive 30% to 40% less pension than men, invest 40% less than men and earn just 80% of what a man earns?
- ↗ Of the many differences between women & men, how they build & invest their wealth is one of the most important.
- ↗ 65% of women define their relationship with money as "complicated."

Financial education is an essential benefit for any company today:

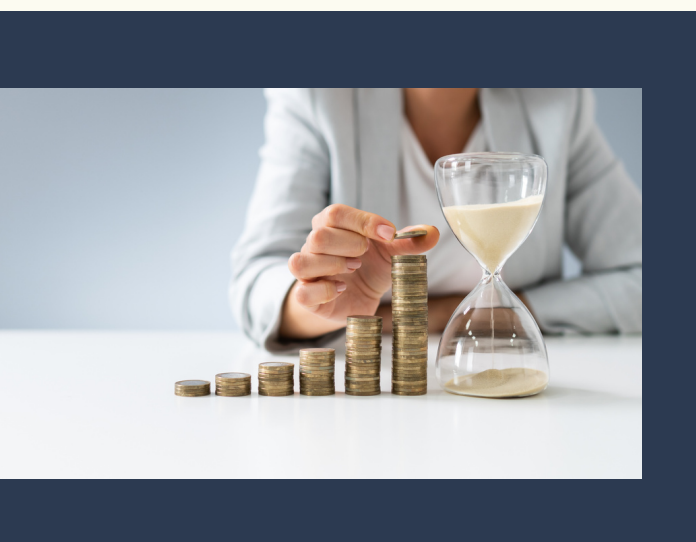
- Money matters are the greatest source of stress
- Improved financial well-being impacts overall happiness & sense of security
- Higher urgency in current economic environment
- Financial education results in a positive change in behavior both inside & outside of work

Expected learning outcomes & transformations:

- Increased overall confidence & curiosity around finance
- Motivation to learn & dedicate time to personal wealth management
- Understanding of financial planning & available investment products
- Positive impact on the workplace as each person feels a greater sense of security surrounding their finances & future goals

Why offer this masterclass to women?

- Women earn less than men, invest less than men & accumulate less wealth at the end of their lives. While pay gap is a known fact, wealth gap remains highly unnoticed.
- Many European women are likely to run into financial distress at the end of their lives & it is every woman's responsibility to herself to think & plan ahead.
- In general, women have lower levels of financial confidence than men & are more vocal to express their interest in financial education



Testimonials

“Thank you very much for the wonderful information and advice you provided.... **The insights I got were life-changing** indeed and by that I mean we have already started making adjustments in the ways our family looks at our finances and our financial decisions.”

“¡Muchas gracias a ti Lena por hacernos pasar un rato tan ameno! **Hemos recibido un feedback muy positivo de todos los asistentes.** A mi personalmente me ha resultado muy útil y voy expandiendo tu mensaje en mi entorno. ¡Ya es hora de que todos empecemos a amar más nuestro dinero!”

“Me encantó tu charla. **Desde luego conmigo conseguiste despertar mi interés en prestar atención a mis finanzas y tomar conciencia de mi futuro económico.** Ya estoy manos a la obra e intentando aprender más. Mil gracias!”

"My mission is to make finance popular and accessible. I strongly believe that understanding finance, business and economics by the general public would diminish inequality and improve social equilibrium."



Make the masterclass 100% relevant to your audience:

- Employees are offered to provide their topics of interest & questions prior to the event
- Extensive time for the Q&A session
- Checklists & tools to put learnings into practice
- Option to organise a follow-up event

Exciting topics, virtual, in-person or hybrid to fit your company's needs

"Learn to love your money"

"What you were never taught at school"

"Financial planning & investments"

About Lena Perepelova:

- Founder of two initiatives on financial education: womeninvestorsclub.com & funfinanceacademy.com
- Own teaching methodology with extensive experience across cultures & age groups
- A motivational speaker who truly understands & connects with her audience
- Covers a wide area of investing topics (real estate, the stock market, behavioral economics & neurofinance)
- Offers jargon-free, easy-to-follow & practical content
- Independent educator with no affiliation to any financial institution

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