

FINANCIAL WELL-BEING

FOR A BETTER LIFE

Financial Empowerment for Professional Women Masterclass Proposal



by Lena Perepelova
Founder "Women Investors Club"
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SUMMARY

Online masterclass of 1 hour 30 minutes (1 hour lecture + 30 min Q&A) presented to your company´s employees in Europe.

The name of the masterclass can be chosen from the following:

- Women and Financial Planning
- My life, my finances
- My financial well-being
- Learn to Love your Money

FINANCIAL EDUCATION IS AN ESSENTIAL BENEFIT FOR ANY COMPANY TODAY:

In today´s economic environment of instability and rising costs of living, the levels of financial concerns have increased affecting overall employee well-being.

- 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

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



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EXPECTED TRANSFORMATIONS & LEARNING OUTCOMES:

- 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

WE MAKE SURE THE MASTERCLASS IS 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

HOW TO PRESENT THIS EVENT TO YOUR EMPLOYEES?

"Did you know that women invest 40% less than men? The gender pay gap means that women earn only 80% compared to men. Women's reluctance to invest further widens this gap throughout their lives..."

Join us for a special guest session with Lena Perepelova, the founder of Women Investors Club and FunFinance Virtual Business School for Kids. Lena will be conducting a practical seminar on finance and investment titled: "Empowering Women through Financial Planning" During this event, we will debunk the 10 most common misconceptions about the stock market and find answers to these important questions:

- Am I saving enough for my retirement?
- I want to start investing! Where should I begin?
- How do I select the right financial products?

In the final part of the event, we'll take a closer look at our personal financial health and discover the steps to improve our financial well-being."

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."

✓ "Thank you for sharing your passion and inspiring us to address financial planning as soon as possible. You've made us reflect on income, expenses, short and long-term strategies, as well as the importance of adopting new habits in managing our personal finances."

✓ "I loved your talk. You definitely succeeded in sparking my interest in paying attention to my finances and becoming aware of my financial future. I'm already getting to work and trying to learn more. A thousand thanks!"

"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**."



ABOUT THE TRAINER

Lena Perepelova is an authority on financial education in Spain. Founder of two financial education initiatives, she has been teaching finance and investing to kids, youth and adults since 2016.

Lena designs her own educational programs and has no commercial relationships with any financial product or institution.

Lena holds an MBA from IESE Business School (World's Top 3 by "Economist" & "Financial Times"). She speaks Spanish, English, Dutch and Russian and can offer programs in all these languages.



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