

# She works hard for the money



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In my last column, I wrote about some of the questions I get asked most often as I do media interviews around the world presenting my Rich Thinking research. I thought I'd share three more questions that I get asked all the time about women and money:

**You are Canadian but do global research. Can**

**you see any similarities or differences between countries?**

Surprisingly, no! Keep in mind that my research is based on highly accomplished women. This usually means they are well-educated.

It has been interesting to find out that regardless of the country, the common themes were the same. For example, be independent, have respect for money, invest in ideas that interest you and matter to you. I have to be honest and say that the concerns of the women I am talking to may be very different from large parts of the female population who are doing less well. A successful businesswoman in Istanbul

is quite like her equivalent in Paris. But the challenges of a Turkish woman near the Syrian border may be very unlike those faced by her French counterpart near the border with Spain.

**What are your key research findings?**

■ Actions speak louder than words. If you ask a successful woman if she is confident, she might say no, but if you look at her actual behaviour she is probably making multi-million-dollar business decisions.

■ Women learn through stories. It might be stories they've heard from family and friends or it could be from role models or mentors at work. The important thing is that it is stories

rather than textbooks.

■ Women are risk aware, not risk averse. They need to understand exactly what is at stake.

■ Women invest in causes and concerns that matter to them.

■ Many women can be perfectionists. But smart women don't let their desire to know everything paralyze them — they go ahead and get started investing.

**Why should a woman choose to work in the financial industry?**

Many jobs in the financial industry pay based on your results or merit. That means there's usually less room for women to be paid less. Speaking from my own experience growing up,



there were different rules in my house for me and for my brother. But at school and later at work it was more of a level playing field — one where my gender mattered less.

The industry can be a great place for women to become financially independent. In all of the jobs I've done in finance, the harder I work the more money I make. I LOVE that equation.