

THE BEST GRADUATION GIFT FOR YOUR 21 YEAR OLD DAUGHTER IS ENROLLING HER IN A FINANCE PROGRAM!

Years ago, finance was really only for people who wanted to work in the financial industry. But in 2016 and beyond, every industry is the finance industry and financial knowledge is increasingly a key skill that allows young people to differentiate themselves when getting hired, succeed in their work, and reach the highest levels of the workplace faster. Think of it as “finance is the new black!”

Barbara will discuss how learning more about finance can play a major role in a woman’s life successes and feeling of confidence.

Studying finance allows you to:

- Get practical skills
- Be better at **any** job
- Gain access to opportunity
- Use finance as a tool for good
- Become financially independent

Barbara will share her research findings as to what the future finance jobs look like. There are five main categories.

1. **The integrator.** This person has a solid depth and foundation in finance and is a generalist problem solver inside organizations for whatever industry they are most passionate about. They use financial information to generate business insights and determine whether investments make sense.
2. **The financially savvy salesperson.** These people use financial knowledge to be the best at selling. They differentiate themselves from their competitors, are able to talk to the C-suite and take things them to the next level and help customers understand how to make actually money from the technology or product.
3. **The strategic advisor.** Corporate finance officers who can assess corporate and financial risk of an overall portfolio and articulate a solution will be the most successful going forward.
4. **The business entrepreneur.** She can be an ‘intrapreneur’ who leads a specialty businesses set up inside a larger organization, or she could be the finance expert who is part of a start-up team; combining her financial knowledge with her passion for a new product or service.
5. **The customer engagement expert.** They offer “value over Google”, working with customers at every touchpoint to give them insights they can’t get from a simple search.

This presentation works particularly well when combined with a panel discussion that includes two or three smart women that have financial designations.