



Resiliency matters when it comes to money, too

From the #WomenInvested Speaker Series

With

Marci McGregor, Senior Investment Strategist
Bank of America Global Wealth and Investment Management

Bonnie St. John, Paralympic Ski Medalist,
Business Consultant and Best-Selling Author

Ruth Zukerman, Co-founder of SoulCycle and
Flywheel Sports

Please see important information at the end of this program. Recorded 3/20/2019

Marci McGregor: As women, we all face a unique set of challenges. Often women have lower lifetime incomes on average than men and that can be because of the pay gap. It can also be because women are more likely to take the career off-ramp to be caretakers. You know, we also live longer which means more healthcare expenses. Is resiliency a factor financially, too?

Bonnie St. John: Absolutely, because we have to learn new skills and go through different phases of life. And the financial skills that help you at one phase are different than later and so we have to keep growing and changing. And then there are, you know, down markets and up markets. There are things that go wrong that we didn't plan for and how do we bounce back from those. One of the childhood things that I internalized because we did not have money when I was growing up, was that if you were rich you didn't have to think about money. And I realize that's a mistake. You do actually have to think about it and learn skills and have conversations and get advice and all of those things. And as a business leader, I'm focused on growing my business, but then managing my money is a different skill and so it's just focus, carving out that time to focus on it, too, in different stages and different needs.

Ruth Zuckerman: You know, I grew up in an upper middle class family, very comfortable, had a lovely life growing up. My mother was very traditional and, you know, my father was the breadwinner, and I just was always groomed to think that the man will provide the money. And so for me, to get out there on my own and start to make my own money was just—one of the most liberating, incredible experiences I've ever had in my life. And talk about empowering. I mean, that's what money has meant to me.

[GRAPHIC]

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