

Financial advice for women

THERE are three key ways women are uniquely different from men in investment approaches – each can either help or hinder her wealth creation journey.

Brenda Yong and her team of licensed financial advisers offer suggestions and solutions to address these characteristics:

1. Women tend to stick to their goals, but can get thrown off track by family needs

Women tend to place the needs of their family above their own, often at the risk of neglecting their own needs, financially and emotionally.

Improve your goal setting: Women need to not only have a clear financial plan for themselves, but also for the needs of their family.

Do a reality check to assess where you are now financially, draw out a roadmap of where you would like to be ideally (don't be afraid to dream) and finally, work out contingency plans or "detours" to take if the unexpected happens.

2. Women have multiple focuses and therefore struggle with decision-making

Compared to men, women tend to be detail-oriented and chronic multitaskers.

channel it into different "pots" with different amounts of risks, based on your objectives.

3. Women can be just as high-risk takers as men, but have a heavier sense of responsibility for how their risks affect others

When it comes to risk-taking, women tend to try to safeguard not only their interests, but also of their families and those closest to them.

Also, investment services and products tend to be created by men and in a language men understand.

Women are often mistrustful of systems and offerings that come across as too technical, jargon-filled and mechanical, and might be wary because they can't identify how much risk is actually involved.

Improve your risk-taking: Start taking steps to understand the risks involved in different types of investments and financial management plans through financial courses.

One of these courses, Wealth of Life, is written by Yong for different types of Malaysian women at various stages of their lives.

The Wealth of Life Course helps you take stock of your life as a whole and learn how to manage

it according to your needs and life fundamentals.

Yong, who is one of Malaysia's first 100 financial advisers licensed by Bank Negara, the first female winner of the Million Dollar Round Table recognition (under the Financial Adviser Category) and certified Executive Coach in Success and Wealth Management, has set up KP Financial Group, a financial advisory practice within Standard Financial Advisers Sdn Bhd, catering specially to the needs of women.

Together with her team of highly qualified female financial advisers, Yong will guide you on a journey towards revamping your finances and redesigning it to suit your lifestyle and needs as a woman.

In conjunction with International Women's Day on March 8 and as part of serving the female community in Malaysia, Yong is giving away a complimentary copy of her book *What Successful Women Do with Their Money* together with a free one-hour financial consultation by her or her team of financial advisers.

■ To get a copy of the book and a complimentary financial check-up, e-mail brenda.yong@standardfa.com to request a copy and book a consultation.



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Many studies have shown women are significantly less confident when it comes to investing.

Improve your decision-making: First, you have to understand yourself.

Ask yourself what money really means or represents for you. Next, separate your money and

How to buy good shoes

By ELLEN WHYTE

WANT a stylish pair of shoes that won't kill your feet? Here's what to look for:

First, the front of the shoe, the toe box, should give your toes a little wriggle room – too little or too much room will mean your toes slide about and rub against the material, giving you corns and calluses. To test space, stand up and see if you can wriggle your toes but still feel the toe box.

Two, shoes tend to come in length sizes but feet have width too. If you have narrow or broad feet and find shoes pinch or flap on the sides of your feet, go for a brand that also marks width sizes, usually marked A to E, with A being narrow.

Three, look carefully at heels. Heels that are tall will redistribute almost all of your weight to the front or ball of your foot. This unnatural posture can lead to sore feet and back pain. If you go the other way and wear only flat shoes, you may suffer from foot flattening (arch pain). Overall, a moderate heel with good sole support is the best choice for everyday wear.

Four, good shoes are like couture clothes: it's all in the details. Before you buy, check the thickness of the soles and the stitching. The thicker the sole, and the more cushioned, the more comfortable your feet will be.

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