



PERSONAL BRANDING

“It’s important to keep an open mind and not bring our own experiences and assumptions to the table with women clients.”

*Judi*

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# Identifying unconscious bias

Unconscious bias is the universal human tendency to make assumptions about a person based on flawed or insufficient knowledge. This bias is especially widespread when it comes to gender.

## truefact

Increasing awareness and decreasing unconscious bias will make you more relevant and relatable to women investors.

## Be conscious.

Women may not be your typical “wheelhouse” clients, but they are a large and growing market segment, and a potential wellspring of new business.

This worksheet is designed to make you aware of your own unconscious biases and how they can influence your world view and your clientele.

Answer the questions about the case study below to test your assumptions about primary consumers of financial services. Turn over when you’re finished to reveal answers that can bring awareness of unconscious stereotypes:



Brian and Jane live in Westchester County, New York. They were referred to you by an existing client who knows the couple from an area country club. Brian is a senior executive at a tech firm and Jane is a stay-at-home mom to their three kids.

1. Why do they live in Westchester County?
2. Why are they members of the country club?
3. Who handles the day-to-day finances?
4. Who takes care of the long-term financial planning?
5. Who is the primary income provider?



Be sure to view the companion video, “Client Acquisition,” before completing this worksheet.



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## So, what do we know about Brian and Jane?

### 1. Why do they live in Westchester County?

Most would assume they need a big house to accommodate their three kids. That’s true, but the real reason they chose to live there was to have the ability to create a home office with a private entrance for Jane to launch her own consulting business.

### 2. Why are they members of the country club?

Jane is an avid golfer—she is active in the women’s leagues at the club. Brian occasionally goes to the pool with the kids on weekends.

### 3. Who handles the day-to-day finances? And ...

### 4. Who handles long-term financial planning?

Brian is the classic “avoider” and gets very overwhelmed by any discussion of finances, especially when it comes to investing, insurance and estate planning. For that reason, Jane manages the budget and the family’s discretionary spending.

### 5. Who is the primary income provider?

While Brian is the breadwinner now, Jane recently took a package from a big corporation to pursue her own consulting practice. The majority of their assets were acquired while she was working and they purchased their current home with the pay-out of company stock from her corporate job.

## Be aware. Be relevant.

Discussing items like investing and long-term planning with women may seem counterintuitive. However, household arrangements like Jane and Brian’s are increasingly common in today’s marketplace.

## Eliminate bias. Make more sales.

Developing an increased awareness of unconscious biases and learning personalized techniques to manage them will make you welcoming and uniquely relevant to both current and prospective clients—*especially those who are women.*

## Next: trueyou – True Communication

Next, sharpen your ability to communicate your value proposition to women clients ... by listening to them.

### Mitigating bias in 3 steps

1. **Focus** on who the client is you are seeking to acquire
2. **Understand** how doing so will help generate sales
3. **Adapt** your communication in a uniquely relevant way

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