

# Women and Wealth Programs Overview

## Helping Women Take Control of Their Financial Futures

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### A Program Brought to You by Knowledge Labs™

At some point in their lives, 90% of women will be solely responsible for finances<sup>1</sup>, and nearly half of women – 44% – are the primary breadwinners in their households today<sup>2</sup>. But with only 27% of married women saying they “take control” of financial and retirement planning<sup>2</sup> already, how prepared are your clients for this responsibility?

Janus Henderson’s Women and Wealth programs provide advisors with best practices for working with female clients during difficult life transitions, as well as actionable and timely financial planning strategies for their clients to gain confidence about what lies ahead.

### Advisor Programs

Janus Henderson developed this program in partnership with Kathleen Burns Kingsbury, a wealth psychology expert and behavioral change specialist, to help advisors think differently about their approach with female clients, and specifically those experiencing life transitions.

- **Retaining Clients Through Life Transitions**

Navigate emotionally-charged conversations, build rapport and provide guidance on retirement and tax planning that can help assure greater financial stability during life transitions for female clients, such as widowhood and divorce

### Investor-Facing Programs

These presentations educate clients on the unique challenges women face, as well as managing finances and retirement planning and understanding the importance of creating a network of financial professionals.

- **A Practical Approach to Financial Security at Any Age**

Includes important strategies for addressing the unique financial challenges facing women in any phase of their life

- **What Baby Boomers Need to Know**

Covers actionable and timely strategies for clients to consider as they near retirement or have to deal with financial and estate planning on their own

- **Retirement Will Be Here Sooner Than You Think**

Discusses the challenges of retirement planning and ways to overcome the hurdles of saving. Attendees will learn actionable and timely strategies to consider as they plan for retirement

- **Savvy Social Security Planning for Women**

Provides information on what female clients need to know about claiming benefits

- **Women and Negotiations**

Provides key tools to help you plan and execute negotiations at home and in your professional life, highlighting the aspects of negotiation that differ between men and women

- **King Lear, “Tony Soprano” and the Lessons of Wealth Transfer**

Helps advisors and their clients build successful wealth transfer strategies by highlighting the misfortunes of two well-known estate battles

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## Engage with Us

Contact your Janus Henderson sales director at **800.668.0434** or experience us online at [janushenderson.com](http://janushenderson.com) for more information.

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**Janus Henderson**  
INVESTORS

<sup>1</sup> "What Millennial Women Can Teach You About Financial Security," Kim Kiyosaki, RichDad.com, June 2, 2016

<sup>2</sup> Prudential, "Financial Experience and Behaviors Among Women Study, 2014-2015

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