

BRIDGE THE GAPS

Closing the Confidence Gap: Trusting Yourself with Your Wealth

03.26.26 | BRIDGE THE GAPS

Closing the Confidence Gap: Trusting Yourself with Your Wealth

Melissa Henderson, MBA, CFP® - Financial Advisor

More women are taking on primary responsibility for significant wealth—through their careers, businesses, inheritance, or major life transitions—and that influence continues to grow. In fact, McKinsey estimates women will control nearly 40% of U.S. assets by 2030.

For many women, that responsibility comes with a mix of confidence and uncertainty. Some feel fully in command, while others are stepping into the role for the first time, and many are somewhere in between. Research still shows that women report lower financial confidence than men.

Yet the behavior tells a compelling story: women tend to invest steadily and trade less frequently, behaviors linked to stronger long-term outcomes. The gap isn't capability, it's confidence. Financial confidence isn't reserved for a few—it's built through clarity, ownership, and trust in your decision-making process.

THE COST OF SECOND-GUESSING

Confidence in financial decision-making can fluctuate throughout life. When conviction wavers, the consequences are often subtle but meaningful.

- Staying too conservative: Holding excessive cash or avoiding appropriate growth opportunities can quietly limit long-term potential.
- Over-delegating: Deferring entirely to others or remaining silent in conversations with advisors may result in decisions that are misaligned with your goals and values.
- Avoiding long-term decisions: Delaying estate conversations or postponing tough decisions, such as a move or the sale of a home, can create unintended complexity for you or your loved ones.

WHAT FINANCIAL CONFIDENCE REALLY MEANS

It helps to separate perception from reality when it comes to financial confidence.

Myth	Reality
Confidence comes from successfully predicting market performance	Confidence is built by understanding how decisions are made and maintaining a clear, intentional approach.
Confidence comes from getting everything correct the first time.	Confidence builds through repetition and exposure.
Confidence appears when you feel fully ready.	Confidence grows through ongoing participation and engagement.

6 WAYS TO STRENGTHEN FINANCIAL CONFIDENCE

Whether you are a woman who already feels comfortable managing finances or taking on financial responsibility for the first time, here are practical ways to strengthen financial confidence at any stage:

1. *Get organized.* Maintain a clear, current view of what you own, how it is structured, and why each piece exists.
2. *Start by defining what “enough” looks like for you.* Clarify what security, independence, and legacy mean in your life, and align your financial decisions with those values. Knowing your personal baseline for sufficiency helps reduce hesitation and keeps decisions focused on what matters most.
3. *Strengthen your financial fluency.* Develop working knowledge of core concepts—not to become an expert in everything, but to ask sharper questions and engage in conversations more fully. Moments of confusion are invitations for clarity, not signals of inadequacy.
4. *Be an active participant in your financial decisions.* Collaborate with trusted advisors, schedule regular reviews, and come prepared with questions so meetings become thoughtful discussions about strategy, priorities, and long-term direction.
5. *Reflect on past decisions objectively.* Review previous financial choices and identify patterns of sound judgment and thoughtful action.
6. *Separate identity from outcomes.* Markets fluctuate and economies evolve. Confidence grows when self-trust is rooted in process and judgment rather than external conditions.

Financial confidence is not a fixed trait—it is a practice. Whether refining an already strong foundation or stepping more fully into financial leadership, clarity grows through engagement. For those seeking a thoughtful partner in that process, a trusted advisor can help bring structure, perspective, and reassurance along the way.

This article is the first in our [Bridge the Gaps initiative](#) focused on helping women investors navigate wealth with greater clarity and confidence. In the articles ahead, we'll share practical approaches to decision-making, planning, and long-term stewardship.

IMPORTANT DISCLOSURES:

Please remember that past performance is no guarantee of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, investment strategy, or product (including the investments and/or investment strategies recommended or undertaken by Grimes & Company Wealth Management, LLC (d/b/a Grimes & Company), or any non-investment related content, made reference to directly or indirectly in this blog will be profitable, equal any corresponding indicated historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. Due to various factors, including changing market conditions and/or applicable laws, the content may no longer be reflective of current opinions or positions. Moreover, you should not assume that any discussion or information contained in this blog serves as the receipt of, or as a substitute for, personalized investment advice from Grimes. To the extent that a reader has any questions regarding the applicability of any specific issue discussed above to his/her individual situation, he/she is encouraged to consult with the professional advisor of his/her choosing. No amount of prior experience or success should be construed that a certain level of results or satisfaction will be achieved if Grimes is engaged, or continues to be engaged, to provide investment advisory services. Grimes is neither a law firm nor a certified public accounting firm and no portion of the blog content should be construed as legal or accounting advice. A copy of the Grimes' current written disclosure Brochure discussing our advisory services and fees is available for review upon request or at <https://www.grimesco.com/form-crs-adv/>. Please Note: Grimes does not make any representations or warranties as to the accuracy,

timeliness, suitability, completeness, or relevance of any information prepared by any unaffiliated third party, whether linked to Grimes' web site or blog or incorporated herein, and takes no responsibility for any such content. All such information is provided solely for convenience purposes only and all users thereof should be guided accordingly. Please Remember: If you are a Grimes client, please contact Grimes, in writing, if there are any changes in your personal/financial situation or investment objectives for the purpose of reviewing/evaluating/revising our previous recommendations and/or services, or if you would like to impose, add, or to modify any reasonable restrictions to our investment advisory services. Unless, and until, you notify us, in writing, to the contrary, we shall continue to provide services as we do currently. Please Also Remember to advise us if you have not been receiving account statements (at least quarterly) from the account custodian./