

BRIDGE THE GAPS

**Closing the  
Confidence Gap**  
*Trusting Yourself with Your Wealth*

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## Closing the Confidence Gap: Trusting Yourself with Your Wealth

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:

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