

SHE CAN
PROSPER

Diane Watson
Financial Planner & Principal Partner
Founder 'She Can Prosper'
Speaker, Writer

Bio for consideration for:

Radio/Podcast Interviews * Expert Comment * Case Study Features * Panel/Q&As Discussions *
Women in Business Profiles



Summary

Diane Watson is a relationship-focused financial planner with almost 30 years of experience in the financial planning and advisory sector. Recognising a need to support women to become more engaged with their financial management, she founded 'She Can Prosper'.

Diane, a trail blazer in her field, shares her knowledge and insights with women, specialising in working with women who are approaching 40 and beyond to help them improve their financial wellbeing and empower them to take the right steps to plan for their future.

Specialisms to comment on:

Financial Planning; pension planning, cash-flow modelling, finding out numbers, financial goal setting, financial security, retirement planning, health insurance, life insurance

Women's financial education; female entrepreneurs, female founders, empowering women through financial education, cautionary tales for women, psychology of male/female dynamics and financial empowerment & independence

Entrepreneurship; scaling a company, selling a company, balancing running a company with motherhood, thriving after divorce, surviving the sandwich generation, carving out success in male-dominated industry

Human Interest: experience of hosting a Ukrainian guest, being a grandma as well as running a business, being a trail blazer, massive Liverpool fan – committed supporter, travel as mature single

person, dating as mature single person, intimidating men (during marriage and dating), being the sole breadwinner, impact of success on relationships,

Philanthropy: founder of online platform for women's financial education 'She Can Prosper', school governor, Board of Eureka, international educational charities, local Yorkshire fundraising

Diane's Story

Diane was born into a working-class family in Warrington. Her father was a Joiner, and her mother cared for her and her brother in her early life. Both had come from humble beginnings. Her father had lost his father at just 9, and from the age of 14, he had to support his Mum and his brother by going out to work. Her Mum was the eldest of 9 children, and by the time she was 5, she had four siblings. The family was impoverished; she never had a piece of new clothing until she was 18! Nevertheless, their experiences drove them to have a strong work ethic, striving for personal and financial success. The example they set was a key driver for Diane.

As you read Diane's story, you will understand why she is so passionate about supporting women with their financial planning.

Her mother was smart, bright, and intelligent but could not reach her potential as she had to sacrifice her opportunities to help support her family.

From the start of their relationship, her parents saved hard, even paying for their own wedding. They aspired to own their home, achieving this at the beginning of their marriage by working hard and saving. As she grew up, good money habits were instilled in Diane early on. Throughout her life, she witnessed how careful her parents were with money. They always had savings plans, budgeted carefully, and lived within their means. Her mother was determined that Diane would have the best education, so after passing her 11+, she was sent to grammar school. Her mother knew the route to a great life was through qualifications.

Growing up in the '60s and '70s was tough. Her father became a shop steward and was often on strike. Her mother decided the family needed a more stable income and bravely decided to attend night school. The qualifications she gained enabled her to gain a place at a teaching training college. Once she qualified as a teacher, she eventually became a Head Teacher after a few years. This pivotal moment provided Diane with an excellent role model, making her strive for excellence and independence in all that she did.

Growing up, Diane knew she did not want to be a teacher. Her early thought was to be a Vicar! After passing her A-Levels, she attended Birmingham University to study for an English & Theology Degree. After graduating, she searched for a role in HR, gaining her first job with British Nuclear Fuels in the press office, running the company magazine.

After four years, boredom set in, so she applied for a job with Austin Rover in their press office but was told this wasn't a job for a woman! Instead, they offered a role in the training department to work on an open learning project. This played to her skills, and she found it rewarding. This raised her profile, leading to her being headhunted for a job back in Yorkshire for Provident Financial in their training department.

Life changed after she married in 1985 and had her first child, a daughter, in 1988. Then she gave birth to a son just 22 months later. At this point, she decided to become a full-time mum and took four years out.

As the children grew up, she began working in financial services to support her ex-husband's company. This was the industry she felt passionate about, so after encouragement from colleagues and friends, she decided to retrain and run her own business as a Financial Advisor. This led to joining St James Place, one of the first women to do this. In the early nineties, the financial services industry was still very male-dominated – and this was reflected in the numbers! Around 600 male advisors to just 60 women! Eventually, after she divorced, her drive to push the business forwards was even greater. In 2017 she became a Principal Partner with St James Place, which was an incredible achievement as there were only a handful of women at the time who reached this status. This recognised the level of business she had achieved.

Diane felt this also recognised her for the support and customer care she had given her clients. High standards of care meant client referrals which were a significant factor in the growth of her business. In

2018 she decided to sell her financial service business to Sovereign Wealth but continue to practice as a financial advisor.

Throughout her years working closely with clients to create their financial future, Diane noticed an uncomfortable and potentially dangerous trend – women weren't present.

Diane witnessed many situations where women had become passengers in their own lives, this wasn't reserved for homemakers or those on a low income. Many successful career women were having essential life decisions being made for them. Her mission is to help women, so they do not become exposed to complex financial situations. The reason for launching She Can Prosper is to enable women to realise that they have the power to become financially independent."

Women become vulnerable when they abdicate responsibility for their financial future. With almost 1 in 2 marriages ending in divorce, women must engage in and become 100% accountable for their economic well-being.

'She Can Prosper' mission is to educate, inform and inspire women to be part of their financial planning and understand the value this brings to their life.

Diane continues to be devoted to spreading the message of the importance of women becoming financially educated and empowered through She Can Prosper events, speaking, and content writing alongside working with clients.

In her personal life, she shows true independence, is a passionate traveller, Liverpool fan, Grandmother and remains hopeful she'll find a man who can keep up with her!

Client Testimonials:

Emma Harvey

Diane's knowledge and experience in the financial planning sector is second to none. She is a joy to work with because she takes time to listen for understanding and provide tailored solutions to her clients' specific requirements. She is generous with her time and a proponent of collaboration, meaning that if she can help her clients in any way at all then she will.

The ethos of She Can Prosper is an easy one to buy into. It's about empowering women to take control of their finances and secure a future free from financial stress or constraint. With Diane at the helm, She Can Prosper is already helping women to regain autonomy and I have no doubt that it will continue to flourish, along with the financial wellbeing of its clients.

Claire Ackers

I've worked with Diane for some time now, and she is a true powerhouse. Incredibly knowledgeable, incredibly passionate and incredibly kind.

She should be the first and final port of call for any woman looking to empower themselves around their money and become financially savvy.

Georgiana Head

Diane is one of the leading financial advisors in the North of England, and she has gained this status by being honest hardworking and down to earth. She gives sound advice, is never pushy, is always practical, so will consider your current cashflow and give realistic timelines as to when to invest, and what might save money. She has given me consistently good, sound advice. A true, trusted adviser she

is particularly known for helping people through tricky situations such as divorce and bereavement. On top of all this she is a brilliant networker.

Dr Susie Mitchell

Diane looks after my personal and business wealth management with excellence! She is a caring, a true listener and really gives the best advice. I encourage you to get in touch - you will be so glad you did!

As appeared in:

The Sunday Telegraph

Link to Article [here](#)

FEntrepreneur ialso 2022 – [list here](#)

Podcast Interview Best Businesswomen Awards – [listen here](#)

261 Empowerment talk – [watch here](#)

Podcast Interview The Authentic Entrepreneur - [listen here](#)

As Guest Expert Speaker: Lean In Leeds

For more information see:

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