The FISCAL FEMME

LAW FIRM PROGRAMMING GUIDE

# Financial wellness for law firms.

Practical, actionable financial education for attorneys and legal professionals at every career and life stage.



FOR

### Women's & Parents' Committees

Support attorneys and professionals as they build wealth, navigate financial decisions, and plan for their families.

Programming for women's financial priorities and for parents and caregivers of all genders.

FOR

### Associate Development

Give summer and first-year associates the financial foundation to make the most of their careers from day one.

Salaries, student loans, benefits, saving and investing.

FOR

### Firmwide Financial Wellness

Offer meaningful financial education to attorneys and business professionals across your organization.

Dedicated time to focus on finances, ask questions and identify next steps.

FEATURED

## Financial Foundations for Associates

Financial Adulting as a standalone workshop or a customizable multi-session training series.

## SIGNATURE WORKSHOPS

### Transform Your Financial Wellness

Build a stronger foundation across personal finance topics and identify practical next steps.

### Invest to Build Wealth

Understand investing fundamentals and build confidence in long-term decisions.

### Financial Adulting

Navigate income, student loans, benefits, saving and investing early in your career.

### Financial Planning for Families

Explore childcare, education savings, insurance and family financial priorities.

### Financial Wellness During Uncertain Times

Manage financial stress and make thoughtful decisions through uncertainty.

### Ways to work together

- In-person or virtual
- Individual workshops
- Multi-session series
- Ongoing programming

# Why it matters.
# Why Ashley.

**67%** of young lawyers surveyed said they feel stressed about their finances.

ABA Young Lawyers Division, 2024

**56%** of attorneys surveyed rated their financial stability as average or poor.

Law360 Pulse, 2025



MEET ASHLEY

## Ashley Feinstein Gerstley, CFP®

Former investment banker, Wharton graduate, CERTIFIED FINANCIAL PLANNER™ professional and award-winning author of *Financial Adulting* and *The 30-Day Money Cleanse*.

For 15 years, Ashley has made personal finance approachable, engaging and actionable for professionals at leading organizations.

**FEATURED IN** The Wall Street Journal · The New York Times · TODAY · Good Morning America · CNBC · Forbes

## WHY FIRMS WORK WITH ASHLEY

**01**

**Relevant experience**

Understands demanding careers and complex financial decisions.

**02**

**Designed for action**

Accessible sessions with practical takeaways participants can use.

**03**

**Built around your firm**

Content can reflect your audience, goals and benefits.

TRUSTED BY LEADING ORGANIZATIONS

Sullivan & Cromwell · Google · BCG · Barclays · LinkedIn

> *Her session was not only energetic but also incredibly practical. Employees left with several actionable steps…*
>
> MELISSA FRANK · BCG

> *It was engaging, super practical, and packed with useful information we can all take away.*
>
> HALA DEAN · CLARION EVENTS

## Let's bring financial wellness to your firm.

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**Book a call: calendly.com/the-fiscal-femme/30-minute-call**