

# 'Soft-hearted women do not make sens'



**iSnap me** for a video on the talk  
Get The Star Mobile App now!

**Expert opinion:** Chuah sharing tips on financial literacy during the StarLIVE event.

## Fairer sex put their dependants above themselves, say financial experts

By **TASHNY SUKUMARAN**  
tashny@thestar.com.my

**PETALING JAYA:** Women are “too giving” and frequently make many personal sacrifices to take care of their nearest and dearest, says financial planner Joyce Chuah.

The Financially Empowered Women's Club chairman also shared tips on financial freedom and literacy during a StarLIVE talk at Menara Star on Saturday.

In the session on “Women: Your Finances, Your Future”, she said women were sandwiched between caring for younger dependants – children – and older dependants like their parents.

“They are also often ruled by their heart instead of their head when it comes to money,” Chuah said.

“Women are financially soft-hearted,” she said, adding that they should refrain from being excessively generous with gifts and avoid shopping when hungry, sad or too happy.

Club president Amelia Hong pointed out that women had a longer life expectancy than men.

“So, 80% of women will have to one day handle their finances themselves. Imagine if you married an older man,” she quipped.

The talk also covered risks to women's financial freedom, including divorce and death of a spouse.

Chuah said women had to be aware of their

# STAR LIVE

TOPICALLY MALAYSIAN

financial lives. “They always think of their dependants first. They have to be aware and take charge.”

Training provider Cherie Chia, 38, said the talk was beneficial.

“I've done a bit of planning already but this will help me plan better. It was informative and relevant.”

This was echoed by Chong Mei Poh, 36, who said despite her accounting background, Chuah and Hong delivered new insights.

“This is far more practical and very different from what I learned. I learned a lot today,” she said.

StarLIVE is a free monthly event organised by *The Star*.

For updates on the next StarLIVE, email [star-live@thestar.com.my](mailto:star-live@thestar.com.my).