



Closing The Gap

Leaders shaping financial security

Hope Hernandez, Agency Manager
Farm Bureau Financial Services
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“Women need a supportive, open, and honest environment to grow and thrive in.”

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Farm Bureau Financial Services



Courtney Mesmer

*VP of Member Learning
and Experience*
Finseca

Closing The Gap brings you the personal journeys, aspirations, and lessons learned of leaders in the financial security profession. We sat down with Finseca Member Hope Hernandez to hear her story and insights on opportunity, balance, and taking risks.

Courtney Mesmer: Tell us the story of how you became a financial security professional.

Hope Hernandez: I was unhappy in my job after graduating from college. I really wanted something more. I found the agent position and decided to jump in feet first and I haven't looked back. From there I was an agent, assistant agency manager and now agency manager for Farm Bureau Financial Services.

Mesmer: What does closing the gap mean to you?

Hernandez: Closing the gap to me means putting women in leadership positions where we can have real effects on change and culture in the financial services profession.

Mesmer: What are you doing personally to move towards that?

Hernandez: Personally, I love to recruit women. The last 6 agents I've recruited have all been women. I have decided to invest time to support them as business owners, women, mothers, sisters, and daughters. Women need a supportive environment to thrive in.

Mesmer: What can others do to help?

Hernandez: Put more women in leadership positions. Women recruiters will attract women agents/advisors.

Mesmer: What is one action people can take now to help?

Hernandez: Make sure your team of leadership is diverse. Men, women, all races, all ages, and backgrounds. An inclusive environment is key to a diverse and innovative team.

Mesmer: In your journey in closing the gap, what was your biggest professional lesson you've learned from being a financial security professional?

Hernandez: Find a mentor in a real person or in books. I know I got extremely lucky in finding a mentor, someone who has experience, is willing to teach, share their wisdom, and is an exceptional leader. I'm aware that is not going to happen for everyone. If you know you need a mentor find one in books, podcasts, etc. If you are new I recommend starting with the author John Maxwell.

Mesmer: What advice would you give to a woman less than 5 years in the profession?

Hernandez: Stay consistent in your professional development. You are responsible for you. The only thing you can change or have control of is yourself, your attitude, and the way you show up for those around you.

Mesmer: Can women get in touch with you if they want to learn more about your story?

Hernandez: Yes, absolutely. They can call me or email me anytime.

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