



Shehara Wooten

**B.S. in Electrical and Computer Engineering (1998)
Your Story Financial, LLC, Dallas, TX**

Describe your overall duties/ responsibilities as Founder & CERTIFIED FINANCIAL PLANNER™ professional:

I am an author, speaker, financial life-planner strategist and CERTIFIED FINANCIAL PLANNER™ professional. As you may have guessed by now, I am a career changer and worked for several years in the sales department at Eaton Corporation. In 2004, I changed careers and secured a role in the financial services industry. After working various roles from inside sales to financial advisor, I decided to start my own virtual financial planning registered investment advisory firm called Your Story Financial, LLC in 2016 and a few years later I also started Your Story Financial Academy, LLC. As a solopreneur, I do everything from marketing to sales to presenting financial plans and managing investments.

Explain the skills/abilities that are required for being successful in your role:

As an entrepreneur, it's important that I stay organized so that I can follow through with my clients on each step of their financial journey. It's important that

I clearly communicate my ideas to my clients whether that be in written, audio or video format so that they are inspired to take action. From my engineering background, I am willing to tackle problems to find an underlying solution and if I don't find it right away, I know to seek out my colleagues, books or other resources to find a solution.

What advice would you give to students who are considering majoring in Electrical & Computer Engineering?

As a career changer, I discovered that finding my passion and purpose in life is the key to overall fulfillment. Life doesn't go in a straight 45-degree angle, but it has twists and turns along with hills and valleys. However, it's extremely important to celebrate your journey and amplify your progress along the way. I wouldn't trade earning my ECE degree as it helped me to understand that I can achieve greatness. When you graduate, know that it is just the beginning so enjoy the journey and celebrate your wins as you move forward to your imagined life.

