



# Money Matters with Les Conway

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## Evolution Means Doing Things Differently

'So what makes you different from all the others out there doing this?'

It's a question I've been asked many times in the past, usually during one of my Discovery Meetings with clients.

If I was allowed the luxury of four words to explain, I'd go with 'I do things differently'. And if I had to sum it up in a single word it would be 'innovation'.

There are many financial planners out there. Some very good, some not so good and many just very average.

In fact, the good ones have something in common where they are often the most forward thinking and innovative.

I genuinely have a passion for innovation. It fits in with why I do what I do, which is to help people live the lives they want by making their money work for them.

Recently I became the proud owner of an electric car. It's a BMW i3 and so far, so good. It has environmental benefits, tax breaks and cheaper running costs, but that wasn't the 'driving' factor behind me choosing to lease it through the business.

It fits with my desire to be innovative and seek out new and better ways to do things. It's also exciting and designed with the end user in mind.

Similarly, this is why I use platforms which use technology and innovation to make it far easier for people to see what their money is doing and how it's being managed.

One key platform I use is Nucleus who, in my opinion, are very Bransonesque in their approach. They do things differently and they are doing it better.

Even these monthly articles are part of my commitment to doing things differently. I could simply write about financial markets and products, but where's the fun in that?



The world is changing and my passionate belief is that we need to keep up with these changes in order to live happy, rewarding and successful lives.

Sir Charles Darwin would call it evolution and innovation is a BIG part of it.

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