

THE WALL STREET JOURNAL.



WOMEN IN

Hello, Friday. Welcome to our newsletter inspired by the Journal's [Women In](#) event series.

The rules of money that many of us grew up with no longer apply. That's the focus of [an impressive Journal project](#) that explores the new ways that our financial lives are taking shape.



“I started talking to my daughters about money when they were young. It let me mold their behavior rather than change it.”

—Susan Beacham, WSJ member

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Carrie Reynolds and Taylor Nakagawa/ THE WALL STREET JOURNAL

The rising costs of college and buying a home means that young people today can face a different financial trajectory than their parents did, as detailed in [Your Parents' Financial Advice Is \(Kind Of\) Wrong](#).

Susan Beacham, 61, a WSJ member from Lake Bluff, Illinois, thinks the timing of financial advice is just as important as the type of advice. As CEO of Money Savvy Generation, Ms. Beacham has made money conversations with kids her life's work. “We all make choices with our money. But if you don't start talking to your kids about money until they are in high school, it's too late. It's important to set up the culture of goal-setting and delayed gratification from the get-go.”

Ms. Beacham's goal is to give young people a lifelong tool. “Learning to make difficult financial choices and to delay gratification is a skill, it's a muscle that needs to be strengthened, until it kicks in instinctively.”

Do you have a story about financial advice? Share your stories with us at voices@wsj.com.