

Hard work realises passion - Faeenza Khan

Completing three degrees while being a mom led Faeenza Khan to value hard work. This, plus a chance meeting and guessed email, saw her realise her passion as a senior specialist for legal marketing at Liberty for the past decade.



Faeenza Khan

■ ***Why did you choose this career path?***

After completing my LLB at Wits, I wasn't too keen on practicing law. I became a financial adviser for three years. It was then that I met an extremely knowledgeable legal adviser who inspired me to do my articles to become an admitted attorney and hopefully do what she does. After completing my articles, I took a chance, guessed her email address, and sent her my CV. A year later I was employed by Liberty as legal marketing specialist and have been for the last decade.

■ ***Describe a typical work day***

My day consists of helping financial advisers with the technical and legislative aspects of holistic financial planning. I run workshops to upskill knowledge. I also attend joint calls with the advisers and their clients where the financial planning is technical and I provide legal support.

■ ***What do you love most about your job?***

I love the constant learning opportunities that the industry has to offer. Legislation is ever evolving, and I get to fit the puzzle pieces together and decipher what the intention of the legislature is. I also find it very rewarding to share knowledge in a understandable and practical way so that the financial advisers can implement it and change the lives of their clients.

■ ***What did you want to be when you were growing up?***

From the age of six, I wanted to be an attorney. Nothing else tickled my fancy. When I eventually applied to university to study, it was the only option ticked on my application form. In hindsight, I am very happy that it all worked out.

■ ***What is the best advice anyone has given you?***

My dad encouraged me to do my articles. He said: "You've worked too hard and you have come this far, I know that you will be taking a step back to do them, but don't leave things unfinished, go and do your articles." These words of not leaving things unfinished have stuck with me and I carry them with me on a daily basis.

▣ ***If you could do any other job, what would it be?***

I would be a carpenter and do woodwork as I love working with my hands and being creative. Building and upcycling furniture, feeds my soul.

▣ ***What advice would you give your younger self?***

Self-love. I only learnt this much later in life and it is a lesson that I wish everyone would learn as young as possible. Self-I teaches us not to accept less than what we deserve and to try be the best versions of ourselves. I would also tell my young self that it's okay not to be perfect, you can make mistakes (then learn from them).

▣ ***What's your secret talent/party trick?***

When the party gets going, the mic comes out and the karaoke gets started!

▣ ***Tell us some of the buzzwords floating around your industry at the moment?***

Double dipping, financial planning, and your intention is paramount.

▣ ***How do you achieve a work/life balance?***

I time block and diarise everything I possibly can. Then I try my hardest not to falter from that. It's important that I take my health and mental well-being seriously so that I am at the top of my game to be there for my children, my family, and my employer..

▣ ***What is the most valuable lesson you have learnt?***

Self-love is the most valuable lesson I have learnt. We all have a responsibility to love ourselves, and to be the best version ourselves. By this I don't mean that we must be selfish; we must be able to give and take and to compromise, share and lo However, what you shouldn't do, is self-sacrifice to your detriment. Find a balance.

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