

Taking on the boys in forex trading

 By [Tivania Moodley](#)

14 Aug 2017

A female duo is taking on the world of foreign exchange by becoming game-changers in this male-dominated field. Both under 30 years old, Paballo Nkwe and Danielle Lester, owners of [iSelect Wealth](#), train individuals, companies and start-ups on how to trade in stock markets around the world, in the name of empowerment, wealth creation and independence.



Paballo Nkwe and Danielle Lester, owners of iSelect Wealth

“it was extremely difficult to break into an industry where monopolies succeed and new entrants are flushed out,. However, we bring something to the table that made us impossible to flush out. We took financial intelligence and used technology and innovation to develop models that not only elevate the extremely wealthy but also create sustainable income for the working class, and now create platforms for everyone from students to CEOs looking to grow their income,” Nkwe explains.

Changing misconceptions

Nkwe and Lester chose this industry to change these misconceptions, while also providing a platform for other women in the market to emerge. They do this by employing more females in their company and promoting financial independence through proper wealth advice and creation.

“Women need to be financially independent. At the end of the day, it's about a sense of freedom. To have the resources to be able to purchase whatever you like. It's also very liberating to have money of your own. It develops the mindset and allows for entrepreneurial growth”, says Lester.

“We have an incubation programme where we visit young women at South African university residences and teach them about financial intelligence, how to trade in foreign exchange and how to invest well for the future,” she says.

Breaking the mold of antiquated thinking has required some effort on the part of both women. Pooling their experience and expertise, they’ve managed to stand out and are now openly courted by private and public entities.

ABOUT TIVANIA MOODLEY

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