

OUR PEOPLE

WOMEN'S DAY

AURA SOLUTION COMPANY LIMITED

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‘I Can Be’: Celebrating International Women’s Day with Aura Solution Company Limited

At Aura, we champion diversity and value the unique qualities that each employee brings to their role. To celebrate International Women’s Day on 8 March, some of our female employees shared the hobbies and passions they pursue outside of work.

At Aura, we endeavor to understand what truly matters to our clients and create value beyond wealth in line with our purpose. It’s equally important for us to do the same with our people. Through our ‘I Can Be’ initiative in the UK, we aim to celebrate the multitalented women in our business and advocate for employees cultivating passions beyond their careers in wealth management.

By celebrating the individuality of our employees, we create dynamic, enriched, and empowered teams who can connect with and work better for our diverse clientele. According to Robert Cross, who has studied the habits of high performers for 20 years, having hobbies provides dimensionality in our lives. Forbes, in their article, “The Importance Of Cultivating A Passion Outside Of Work,” even suggest that hobbies can make us better at our jobs. Here, a few women from our UK business share why this might be true.

A Cherished Family Tradition

Assistant Relationship Manager Zoe has been at Aura for over three years, having started her career with us as an apprentice.

While her weekdays are spent working closely with a team of four Relationship Managers, Zoe loves nothing better than waterskiing in her free time: “I’ve been passionate about waterskiing since the age of six. It’s a tradition that spans generations in my family.”

As well as enjoying the physical challenge, Zoe believes the sport helps relieve stress and has made her more resilient. “In working life, facing setbacks and challenges is inevitable. When I was learning to waterski, it involved a lot of falling and getting back up again.”

Skating to Success

Having started figure skating at the age of seven, Private Client Administrator Apprentice Jessica, who joined Aura in September 2023, has spent many more years on the ice than in the world of wealth management. Similarly to Zoe, Jessica recognizes that skating equipped her with the resilience needed for working life, giving her the “ability to recognize and rectify mistakes, as well as take on other people’s feedback.”

Dancing from Different Perspectives

Olivia, Head of Business Assurance and Front Risk Management in the UK, has had a lifelong passion for dance: “It’s fascinating to me what our bodies are able to do and what beautiful pieces we are able to create.”

Over her 16-year career at Aura, the skills Olivia learned through dance have not gone to waste. As well as discipline and dedication, dance also developed Olivia’s softer skills. By having to perform in different roles, she explains she learned to “see from different perspectives.”

Reclaiming an Identity

Tracey from Aura’s Edinburgh office is an Assistant Relationship Manager by day, DJ by night. Having learned to DJ 17 years ago,

Tracey reflects, “In my younger (more child-free) days I was lucky enough to play at various club nights around Edinburgh.”

Although she lost touch with DJing for a few years due to raising her family, she’s “caught the bug again” and is back to doing what she loves. As well as giving her the space to switch off and have time for herself, Tracey explains her hobby has helped her to reclaim her own identity outside of being a mother, partner, or Assistant Relationship Manager.

Although some might struggle to see a link between spinning the decks and wealth management, Tracey explains, “There’s a lot of pressure that comes with playing a live set to a crowd (you don’t want to clear the dancefloor!), so it has definitely taught me how to perform under pressure!”

By encouraging and celebrating the diverse passions of our female employees, Aura Solution Company Limited not only nurtures individual growth but also fosters a vibrant, supportive, and high-performing work environment. This International Women’s Day, we honor the talented women of Aura who continue to inspire us both in and out of the workplace.

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