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# FEMEIA.

## ANAMARIA CIUHUȚĂ - EDUCATION IS THE ROAD TO SUCCESS

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I am Anamaria Ciuhuța, a financial specialist with more than 20 years of experience in financial and banking area, a certified trainer for over 11 years, a writer, blogger, and the founder of Financial Parenting.

I'm Elena's mother for 5 years and Periklis's partner. Together we make a super team, every day is a gift that we have learned to appreciate.

After the child's arrival, the values and priorities of our lives have changed. So I decided to move from a safe corporate life to a thrilling entrepreneur one.

It is an atypical move, after the child comes, you are looking for stability and reducing the risk. I looked at what I am leaving to my child and an impressive corporate resume I felt was not enough. I had to get out of the comfort zone and try to make a better world for her.

### **Short Business Description**

I set up Financial Parenting in 2017 to provide the necessary tools for financial education for children through courses, articles, study recommendations and books. The great interest of the adults made me develop the offer of courses and articles on their area, along with the ones related to children.

Currently I offer a portfolio of parenting courses for child education, a one-year course that is implemented as optional in kindergartens across the country and is loved and appreciated by children, corporative staff courses, adult classroom classes and the latest on the market are online courses and registered courses.

I developed the products at customer's request and had great impact to the public. Parents are the most receptive and, as I end my articles, "we will have successful children because we care" or "we will be successful if we care". I'm glad to see parents involved and adults who care!

### **What is your greatest satisfaction?**

Personally, the satisfaction comes from the fact that I have managed to build my life as I wanted it, in accordance with my values, wishes and dreams that have come true. I walked out of the comfort zone and struck my fear. I have a wonderful family that supports me in everything I do, it matters a lot.

Professionally, satisfaction comes from the recognition that I have from the people around. From the fact that I meet people who do more than they say, who offer before asking, who are proactive rather than reactive. There are people who care and the quality of their work is seen from a distance.

Since I started entrepreneurship, I've seen it's easier than I expected, and business communities make it easy, are an open hand when you need it.

### **How does BWFR contribute to your growth / development?**

I have met in BWFR the energy of a successful women's community.

I attended an event and then one more. Their quality and special invitations made me come back and participate actively.

Osnat Peled is an example of organization and efficiency, she is a continuous inspiration and motivates us to act, to see the right direction, to keep things under control in a simple way but to constantly increase our quality and value.

The networking session at the end of each event is a great chance to meet successful women and establish fruitful collaborations. BWFR focuses on using these contacts to establish business connections, so the networking session does not stop immediately after the event. I have established many beautiful collaborations with BWFR members.

BWFR gave me the chance to be actively involved in events and that, brought me a lot of visibility and valuable collaborators.

An environment in which your value is appreciated and promoted, makes a big difference in professional activity, whether you are at the beginning or you already have a business that you want to take it to another level.