

Armineh

KESHISHIAN



#BOSSLADY DETAILS

Name: Armineh Keshishian

Industry: 1) Wealth Management & Financial Planning and 2) Creating & Producing Dance Theatre shows

Company: 1) IG Wealth Management
2) Evolution Dance Theatre

Favourite Quote : Peace and Passion

1. Please give us a short background of who you are and what you do?

My passion is in wealth and wellness management, specializing in tax and estate planning while bringing harmony to my clients' lives. In the meantime, I love and enjoy creating and producing dance theatre shows and tour globally.

In my 30-year career, I have successfully managed over 100 million dollars for literally over a thousand clients as a certified financial planner through four market cycles. During this time, I've discovered that my private clients who have earned the highest returns and are the happiest in their personal lives have attained the "Golden Trifecta." This means that they a) have a predictable, dependable and secure income for life from their investments; b) sufficient assets to pass on and a bulletproof plan for that; and c) pay minimal taxes.

This is not possible unless you have a healthy relationship with both your money and your family. With my three distinguishable designations as a Certified Financial Planner (CFP), Chartered Life Underwriter (CLU), and Registered Retirement Consultant (RRC), and after analysing a thousand client case studies, I found that, what risks your hard-earned money even more than your investment choices is the friction between family members. This friction is ascribable to four things: excessive spending vs saving; the designating of estate assets; the purchase choices of big-ticket items; and the potential financial impact when contemplating a divorce. In other words, personal finances and personal relationships are inextricably tied together. One thing I thoroughly enjoy, even more than speaking on global stages as far away as Dubai, is skillfully helping my clients navigate their relationships and simultaneously advise them on their finances. My mentor likes to say I'm Suze Orman & Dr. Phil wrapped into one because my unique holistic approach is what I call "Wealth & Wellness", and wealth and wellness are the two critical elements to enjoying peace of mind and happiness in your relationships and life that so many of my clients are blessed to have.

As the artistic director of Evolution Dance Theatre, we bring to stage original stories revealing Middle Eastern traditions and displaying the vibrant and colourful culture that is so mysterious to many of the Western world. We show our similarities and commonalities vs the differences as

one human race. The company develops, promotes and performs original Middle Eastern-inspired multimedia and multidisciplinary spectacles to both entertain and provoke dialogue on social, spiritual and humanistic themes. Evolution Dance Theatre has the mandate to entertain, educate and inspire. We are committed to producing unique, one-of-a-kind performances which are visceral, visually captivating and have broad universal appeal. We use dance as a canvas to create a spectacle that incorporates music, performance, video, special effects and other dance genres to create an impactful storytelling experience while celebrating diversity. The company emphasises women's empowerment and showcases multiculturalism while maintaining heritage. "We all have a choice" is the tagline of our company.

2. What advice can you give other women that want to start a business or that already have a business to reach their goals?

Act, speak and dress like the person you want to be. This will attract the energy needed for results. As women, we are naturally intuitive. Follow your instincts; you know "when you know you are right". It is beneficial and only gets stronger when practiced. Do what needs to be done to get there. Write down the steps and strategies to get the results you want. If you need specific skills, get the training required. Don't overthink the time it takes, think about the results. This will push you forward faster. If your partner, spouse or parents disagree, find a solution. If they don't support you, you may want to reconsider the value of the relationship. Follow my "3D" philosophy: Desire, Determination, Dedication. How badly do you want it? Your desire level has to be at least 80% before you even consider spending time and energy on it. Why are you doing it? When are you going to start? And are you committed no matter what? If you have all the answers and they are all yes, you are ready to begin your journey. At times you will feel frustrated, betrayed, fall on your face, make mistakes but the rewards are worth it. If God/The Universe/Spirit puts that desire in your heart, it means you have everything you need to make it happen. And remember, when you are working towards something and you want it now because you want the feeling of satisfaction now, know that you will feel that sense of accomplishment at whatever age you get it at.

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3. How did you feel and what does it mean to you, to be selected for our Woman Entrepreneur of the year issue?

It feels great to be the Woman Entrepreneur of the year. I believe that women need to be celebrated for their achievements as a lot of ingredients like tenacity, focus, dedication and high energy are required. It's a wonderful feeling to be acknowledged as the Woman Entrepreneur!

4. In your journey, where did everything turn around for you, what was that point in time?

For me, everything is a stepping stone. We reach a certain level of success and then we build on it. As we reach a higher plateau we build on that level, and so forth. But one thing that is common in all of this is that there is always that moment when we decide to do something and allow good things to happen.

5. You are a very successful entrepreneur, from your experience what is the best way on how you can get your name out there?

What I found is that the best way is to be in front of people. When we are in the presence of public it creates a certain connection. We can communicate in a much more efficient way and build on that connection. For example, in my wealth management and financial planning business when I meet a new client a bond is established and it is easier to receive introductions. Another example is when I do presentations, I meet a lot of people there and then I get invited to do other presentations/seminars and that's how it builds on.

It is the same thing when a show is performed. Once people see the show, they come to our other shows and bring other people with them.

Advertising is a big component to attract new clientele and to be present in social media is another big factor. We are always in the business of people!

6. What can we expect from you in 2019?

I had a great 2018 and I am looking forward to 2019. I plan on speaking on more stages, expand on my client base and deliver more value to my clients at IG Wealth Management. In addition, we are in negotiations to take Evolution Dance Theatre production "Follow Your Heart" on tour globally and I envision it happening.



GET IN TOUCH WITH ARMINEH

Armineh@ArminehK.com

[armineh-keshishian-8286577a/](https://www.linkedin.com/in/armineh-keshishian-8286577a/)

Watch the Follow Your Heart Trailer:

[youtube.com/watch?v=oTBixGKnSjU](https://www.youtube.com/watch?v=oTBixGKnSjU)

www.EvolutionDanceTheatre.com

