

# People First:

## From Fitness to Financial Confidence

*Written by Jaime-Lynn Dyck*


For Jennifer McMillan, meaningful work has always been rooted in relationships. She and her husband have built and operate a successful small business in the fitness industry in Brandon. After spending the past decade as a small business owner, Jennifer has transitioned into a new role as a Consultant with IG Wealth Management Inc., bringing with her a deep understanding of real life, real families, and the financial decisions that shape both.

Jennifer's professional journey began in a very different field: working to make buildings more environmentally friendly. While the work was meaningful, she eventually discovered that what truly filled her bucket was building relationships within her community. Years spent working closely with people through her small business; supporting, motivating, and connecting, made one thing clear: helping others gain confidence in themselves and their decisions is what she values most.

As a gym owner and coach, Jenn supported clients through major life transitions: career changes, growing families, and health challenges, gaining firsthand insight into the realities business owners face. Managing cash flow, making long-term investment decisions, navigating uncertainty, and balancing business and personal priorities are experiences she understands not just professionally, but personally. Over time, Jennifer noticed a powerful parallel: much like fitness, financial confidence grows when people feel supported, informed, and empowered to take the next step, at their own pace.

That insight became the bridge from fitness to finance.

Today, Jennifer works with individuals and families at every stage of life. She supports grandparents planning retirement and drawing income tax efficiently, families balancing living well today while preparing for tomorrow, and young professionals laying the foundation for long-term financial habits. She also works closely with small business owners, helping them align personal and business financial goals; an area where her lived experience brings added perspective and empathy.

What sets Jennifer apart is her ability to meet people exactly where they are. There's a common misconception that you need to be fully prepared, organized, and knowledgeable before meeting with a financial advisor. Jennifer believes the opposite. She creates a safe, judgement-free environment where questions are welcomed, goals are clarified, and plans are built collaboratively. Financial planning isn't one-size-fits-all, and she helps clients navigate life's shifting priorities with clarity and confidence. 

Her decision to join IG Wealth Management was deeply personal. Jennifer and her family have been IG clients for over a decade, and she credits her advisor team with giving them true peace of mind. Their guidance supported major life decisions, from purchasing a building to planning and borrowing for IVF treatments. Always grounded in what was best for her family, not product sales or commissions.



Beyond the financial expertise, Jennifer was drawn to IG's strong commitment to community. As Board Chair for United Way West Central Manitoba, she deeply values organizations that prioritize giving back. IG Wealth Management contributes more than \$7 million annually to over 800 charities and non-profits across Canada, supports employee-matched giving, and even donates when employees volunteer. Founded in Winnipeg, IG Wealth Management proudly continues its Manitoba roots as it celebrates its 100th anniversary this year.

At the heart of Jennifer's work is one simple goal: helping people feel confident about their financial decisions, in both calm and challenging times. While the future will always hold unknowns, Jennifer helps clients gain clarity and peace of mind so they can fully enjoy the life they're building today.

# JOIN JEN!

Thursday April, 16  
6:00 - 8:00 PM

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## INVEST IN YOURSELF

*Confidence starts from the inside out.*

*You're invited to a fun, feel-good evening where confidence meets clarity.*

*Join Jenn McMillan for a beginner-friendly breakdown of financial basics and a live makeup lesson with a local makeup artist.*



Limited seats available.

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