

# 1706 Advisors



## The Rise of Cara and Alana Kahan: New Leaders of 1706 Advisors

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In the dynamic world of insurance and benefits, two names are making waves: Cara and Alana Kahan. As the new leaders of 1706 Advisors, they bring a fresh perspective and a rich legacy of expertise, continuing the tradition of excellence set by their mother, Stacy Lang Kahan. Recognized as two of the 'Most Inspiring Women Leaders of the

Year 2024,' their leadership journey is a testament to resilience, innovation, and dedication.

### A Legacy of Leadership

Cara and Alana Kahan's journey to leadership began long before they officially took the reins at 1706 Advisors. Growing up in a family deeply rooted in the insurance industry, they were inspired by their mother, Stacy Lang Kahan, who transitioned to an advisory role at the beginning of 2024. Stacy's dedication to client service, continuous learning, and high ethical standards were instilled in her daughters from a young age.

The story of their grandfather is also a significant part of their heritage. Stacy's father, a pioneer in the insurance industry, instilled in her the importance of taking care of people. This legacy of caring has been passed down through generations. "Our grandfather's philosophy was simple yet profound: always put the client first," Cara recalls. "His legacy of empathy and dedication is a cornerstone of our approach to business."

"We always saw our mother not just as a successful businesswoman but as a mentor and advocate," Cara reflects. "Her ability to balance

professionalism with empathy is something we strive to emulate."

### Inspired to Lead

The decision to pursue leadership roles in the industry was driven by a combination of personal passion and professional aspiration. "We were inspired by the impact our mother had on her clients and the industry," Alana explains. "It was clear to us that this was not just a business but a way to make a meaningful difference in people's lives."

Their leadership styles are a blend of innovation and tradition, each bringing unique strengths to the table. Cara describes her style as "collaborative and adaptive," emphasizing the importance of listening and evolving. "Our leadership style has evolved by embracing change while staying



**Cara Kahan**  
CEO

**Alana Kahan**  
President

true to our core values," she adds.

Alana, on the other hand, focuses on innovation and empowerment. "I believe in fostering an environment where creativity and new ideas can flourish," Alana explains. "By empowering our team, we harness a collective strength that drives our success."

### Overcoming Barriers

The leadership journey was not without its challenges. Remember, we watched our mother run a business, mentor her team, plan and sell products and have time for her children. As women in a traditionally male-dominated industry, Cara and Alana faced barriers that required resilience and determination to overcome. "There were moments when we had to prove ourselves more than our male counterparts," Alana acknowledges. "But each challenge was an opportunity to grow stronger and more determined."

Their different characteristics and complementary styles played a crucial role in overcoming these barriers. Cara's adaptability and collaborative approach ensured smooth transitions and effective team management, while Alana's innovative mindset and empowerment strategies drove growth and fostered a dynamic work culture.

### The Vision for 1706 Advisors

1706 Advisors, under Cara and Alana's leadership, is positioned as a forward-thinking firm that leverages 40 years of industry expertise. "Our company is dedicated to providing holistic planning and specializing in employee benefit programs and individual insurance programs," Cara explains. "We focus on building long-term relationships with our clients, offering tailored solutions that meet their unique needs."

In response to the industry's volatility, they have implemented key strategies to drive growth and success. "We prioritize adaptability and innovation," Alana states. "Staying ahead of industry trends and continuously improving our services ensures we provide the best possible solutions to our clients."

Cara and Alana have also emphasized the importance of scaling through technology. "Leveraging technology allows us to streamline processes, enhance client experiences, and reach a broader audience," Cara explains. They have adopted innovative sales methodologies that diverge from traditional practices, focusing on different geographic locations and industries.

"Accountability is at the core of our operations," Alana adds. "We ensure every team member is aligned with our goals and objectives. As our mother always told us, 'I inspect what I expect,' which reminds us to maintain high standards and consistent oversight."

Advocacy for their clients is paramount to the core values and cause of 1706 Advisors. Both Cara and Alana are deeply

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committed to advocating for their clients, ensuring they receive the best possible advice and support. This dedication to advocacy reflects the firm's commitment to client service and long-term relationships. By embodying the true definition of insurance—a promise to pay—they stand as steadfast advocates for their clients' interests.

### Inspiration and Guidance

Both sisters point to their mother when asked about the women who inspire them. "Our mother is our biggest inspiration," Cara says. "Her guidance has been invaluable in shaping our approach to leadership and business."

They also recognize the importance of diversity in the workplace and its impact on team performance. "Diversity brings different perspectives and ideas, which is crucial for innovation and growth," Alana notes. "As leaders, we engage and empower others by fostering an inclusive environment where everyone feels valued and heard."

### Opportunities and Challenges for Women

Cara and Alana see numerous leadership opportunities for women in the industry but acknowledge the challenges that must be addressed. "The industry still has a long way to go in terms of gender equality," Cara observes. "More initiatives are needed to support women in leadership roles and to address the barriers they face."

Their advice to aspiring women leaders is straightforward and powerful. "Believe in your abilities, build a strong network, and advocate for yourself," Alana advises. "Stay resilient and never stop learning."

### Looking Ahead

As they look to the future, Cara and Alana are clear about their short-term plans and long-term goals. "In the short term, we aim to expand our team and continue enhancing our services," Cara says. "Long-term, we envision scaling the company while maintaining our commitment to exceptional service and client relationships."

Their vision for the future is one of growth, innovation, and impact. "We want to be known not just for our success but for

the positive difference we make in the lives of our clients and the industry as a whole," Alana concludes.

### Conclusion

The story of Cara and Alana Kahan is one of inspiration, dedication, and leadership. As they steer 1706 Advisors into the future, they carry a legacy of excellence while forging their own path. Their journey serves as a beacon for aspiring women leaders, showcasing the power of resilience, innovation, and unwavering commitment to making a difference. Each sister brings her unique strengths to the table, creating a balanced and dynamic leadership team that is well-equipped to navigate the challenges and opportunities

of the industry. Their focus on technology, innovative sales methodologies, and strong accountability ensures that 1706 Advisors remain at the forefront of the industry, poised for continued growth and success.

At the heart of their mission is advocacy for their clients. Cara and Alana embody the essence of true advocates by representing their client's interests and addressing their needs with the utmost dedication. Their commitment to advocacy as a powerful tool for change underscores their belief in the promise of insurance—a promise to stand by their clients and support them through every challenge.

