

# Rich thinking – Summer update



This is the twelfth year of *Rich Thinking*® research! It's been a busy 2021 so far:

As always, we had a big launch on International Women's Day. The 11th edition of *Rich Thinking*, **Hear me roar: Smart women share investing success stories** was released at a virtual launch event on March 8th in Stockholm, sponsored by the amazing team at KvinnoKapital.

The IWD celebrations continued with The 51 and CFA Society Calgary hosting a **one hour webinar** featuring me presenting the highlights of the 2021 report followed by a lively Q&A with The 51's founder **Shelley Kuipers**. As an activist in business, entrepreneurship and investment, Shelley is a kindred spirit who is hell-bent on defeating the status quo one project at a time.

For those who want to hear the high level findings from all of my *Rich Thinking* research over the years, here is a **30 minute webinar** hosted by my friends at Mission Cloud in Los Angeles.

*Rich Thinking* and ESG investing have some huge overlaps; after all, women invest in causes and concerns that matter to them! I co-presented at the CAiP pension conference in Toronto on ESG along with Aline Reichenberg Gustafsson, CFA who is the Editor at NordSIP – The Nordic Sustainable Investment Platform. Read about it here: **Join the Cool Club!**

The pandemic's effects have fallen disproportionately on women, however Covid-19 has been a catalyst and change accelerator in many areas. Across **four important spaces**, it has catapulted women into dramatically better financial situations.

Have you ever wondered about the myths around women and investing? Have a listen to this fun **Yieldstreet podcast** featuring Jane Barratt, Meredith Jones and I sharing our thoughts on this important topic. Here is the **corresponding article** I wrote for CFA Institute.

I continue to write regularly for CFA Institute's *Enterprising Investor*, *Golden Girl Finance*, and *Canadian MoneySaver* magazine. All of these articles, plus international media coverage, podcasts and videos are on **my site**.

Thank you to all the men and women who have supported *Rich Thinking* research: I can't wait to share next year's report. Global interviews are well underway.

Happy Summer to all!

*Barbara*

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Thanks to YieldStreet for hosting a fun event!

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