

# Rich thinking – Winter update



In 2018, *Rich Thinking*® interviews took place in a record 32 cities around the world! A huge thank you to all of the 55 women who generously contributed to this research. New cities visited this year - Kyiv, Rabat, Phoenix, Santiago and Buenos Aires.

My ninth annual white paper *Smart Women – Big Ideas* will be released on International Women's Day – March 8, 2019. As always, I've collected personal stories from women of all ages, professions and cultures.

My work life isn't only *Rich Thinking*, of course! In the last two years, I have done commissioned research for one of Canada's leading venture capital firms, one of the largest banks in the Nordics, and the world's second largest asset manager, based in Boston. Each project was – in many ways – similar to my work on *Rich Thinking*. They were qualitative global surveys, based on many in-person interviews of women and men, conducted in many cities and/or countries, with the findings written up (usually by me) and then published, presented, made into videos and so on. I am always happy to do more of this kind of thing in parallel with my *Rich Thinking* interviews each year, so keep me in mind if you know of anyone looking for this kind of work to be done.

In a recent [interview](#) for Canada's national newspaper The Globe and Mail I talked about how positive role models and social trading platforms are transforming the global landscape for female investors.

It will be my honour to speak at two different events to celebrate International Women's Day 2019!

- Nordea Bank/Kvinno Kapital Event - Stockholm (lunchtime) on March 7
- Börshajen Powerhood Event - Stockholm (evening) on March 7

Thank you to everyone who has sent me ideas, referrals to smart women, and offered general support over the past year. Your enthusiasm (and coffee!) keeps me going.

Happy New Year to all!

*Barbara*

*I am thrilled to be a regular contributor to CFA Institute's  
Enterprising Investor as well as Golden Girl Finance.*



CFA Society Ukraine Event