

Rich thinking – Summer update

It's been a great start to the 14th year of *Rich Thinking*® research: I've already visited 10 countries!

The 13th edition of *Rich Thinking* “[Smart women and men: How they invest in themselves](#)” was released on March 8th. Thanks to Kvinno Kapital and CFA Society Sweden for hosting a beautiful launch event in Stockholm.

Celebrations continued with events sponsored by CFA Society Taiwan and CFA Society Singapore. South-east Asia's leading financial daily The Business Times published my article “[How smart clients invest in themselves – and why](#)”.

Thanks to the six hosts who invited me to speak as the featured guest on six podcasts in six months!

- [Globe and Mail](#) - Suddenly Single: How women are transitioning through death and divorce
- [CFA Institute](#) - Guiding Assets Podcast: Creating your own personal business model
- [Technology Revolution Radio](#) - The future of investing and AI
- [Bullwealth](#) - Insights into Wealth Podcast: Women in finance
- [The Purse Podcast](#) - How women manage risk as investors (with Michelle Wucker)
- [Canadian MoneySaver](#) - Planning for a post pandemic non-retirement

Are you interested in three ways to create deeper connections with female clients? If so read [my interview](#) with the Globe and Mail for Globe Advisor.

I continue to write for the [CFA Institute's Enterprising Investor](#) and [Canadian MoneySaver](#) magazine and now I'm also writing a monthly column for [Canadian Family Offices](#) profiling fascinating Canadian entrepreneurs.

I get inspired every single day by doing interviews with outstanding women and men from diverse industries, professions and countries. I'll share a valuable tip from a recent conversation with Mark Bowden, the #1 Body Language Professional in the world:

“I know one thing for certain: people are watching your behaviour before they even listen to you. In fact, if you concentrate on your behaviour you can beat the person who has the better message.”

Happy Summer to All!

Barbara



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