

# Rich thinking – Winter update

That's a wrap! I've completed my annual 50 interviews with a globally diverse collection of women and men. Thank you to everyone who has sent me ideas, referrals to smart people, and offered general support over the past year. *Rich Thinking* #14 will be released on March 8, 2024 and I will present my high level findings at a Kvinno Kapital event in Stockholm.

I'll be conducting research interviews in the following cities in the first half of 2024: Paris, Brussels, Marseille, Barcelona, Copenhagen, Stockholm, Istanbul, Singapore, Jakarta, Taipei and Sydney. I love spontaneous coffee meetings so please let me know if you would like to have a chat.

For the past seven years I have been doing commissioned research for various global banks, asset managers and venture capital firms. Each project was – in many ways – similar to my work on Rich Thinking. In-person interviews of women and men, conducted in many cities and/or countries, with the findings written up and then published, presented, made into videos and so on. I am always happy to do this type of research work in parallel with my Rich Thinking interviews each year, so please keep me in mind for your own projects or feel free to introduce me to someone else!

Every year interviewees contribute their thoughts on my annual research topic, but they also share their personal background stories and often their philosophies on life. Last week I was struck by the fact that two different people shared the same perspective and one that really resonates with me. Here is a sneak preview from my next Rich Thinking report:

*I believe we only live one life and I want to live as many different lives and do as many things as I can in my one life. As long as I am financially secure I'll answer as many callings as possible so that I don't have any regrets later in life.*

As we move from the end of one year into the start of a new year, what a joyful reminder to embrace all parts of ourselves.

*Happy Winter to all!*

*Barbara*

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