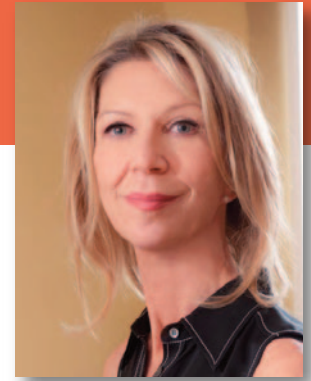


Rich thinking – Summer update



We are now officially into the second decade of *Rich Thinking*® research! Some of the highlights of the past six months:

- At the start of the year, the *Rich Thinking 2019 Quantitative Survey* results were released globally with media coverage in US, Spain and UK.
- In January I was honored to moderate a Women in Finance panel of CEOs at the *Paris FinTech Forum*.
- In celebration of International Women's Day, the 10th edition of *Rich Thinking, Top Tips for Business Success* as well as the *Special Edition: A Decade of Rich Thinking* were released. Thanks to MoneyPenny in Copenhagen and Kvinno Kapital/Storebrand Asset Management in Stockholm for sponsoring exciting in person launch events on March 8th and 9th.
- In May, CFA Society Toronto profiled my decade of *Rich Thinking* research in a *three page* article in *The Analyst* magazine.
- In the midst of COVID-19 I initiated the *Rich Thinking Financial Advice Hotline* to offer women around the world quick access to unbiased, independent advice via Zoom.

In other news:

Would you like to better understand how to attract female customers? Check out my *15 minute chat* with Lauren Foster of CFA Institute.

On July 8th at 2:20pm as part of the MoneyShow, I'll be doing a 30 minute Keynote via Zoom: "A Current Snapshot: The Covid-19 Impact on Women, Money, and Investing". [Register here](#).

As always, I am forever grateful to the smart men and women who have generously contributed their time, energy and ideas to this research and I hope to see everyone again very soon.

Happy Summer to all!

Barbara

Follow me on Twitter [@RichThinkingB](#)
See www.barbarastewart.ca for all research, articles and global media coverage.



The inaugural Rich Thinking financial salon – Copenhagen, February 20, 2020