

Rich Thinking - Winter Update

The 16th edition of Rich Thinking® will be released on International Women's Day – Sunday, March 8, 2026. This year's 50 interviewees were particularly candid on the topic "Health is wealth: What's your healthiest habit?"

As a fun bonus question, I asked "What's your least healthy habit?" I can't wait to share their stories!

A key finding from my 2024 commissioned research report "[Women & Alts: A Global Perspective](#)" was that the #1 investing category for women in alternative investments is healthcare, with a lot of women thinking about investing in women's health! This finding was the inspiration for me to dive deeper on this topic for Rich Thinking #16.

I am gearing up for world travel to talk about my new research. Cities I'll visit over the next six months include (in order): Stockholm, Copenhagen, Barcelona, Istanbul, Singapore, Bangkok, Jakarta, Kuala Lumpur, Manila, Taipei, Sydney and Brussels.

In other exciting news...

- It is a great honour to join the Milken Institute's Women's Financial Security Initiative in collaboration with Gloria Steinem and Gloria's Foundation. We had our second discussion on November 20th over dinner at Gloria's apartment in New York. Big thanks to Cheryl L. Evans, Esq. for inviting me to be part of this group of powerful women leaders!
- [Kelly Willis Green](#) hosts the Serious Coin podcast and invited me to do a fun episode "[Alternative Thinking: What Women Investors Want.](#)" We explore how language shapes confidence, decision-making, and the way women engage with their wealth. Shifting just one word can change the whole mindset. "Women are risk averse" becomes "Women are risk aware." It's a total reframe that highlights exactly what women do so well: due diligence, discernment, wanting to understand an opportunity before committing.
- CFA Institute published my article: "[From AI FOMO to Fee Fatigue: Investor Sentiment 2025](#)"

This sneak preview from my next Rich Thinking report might be helpful to some readers as we move into the festive season...

Melek Gür is a Health & Longevity Coach in Istanbul: "My healthiest habit is that I never eat trash! In Turkish culture people always insist that you eat. But I set boundaries and say, "No I don't eat that." I don't want to have to please people with my body – I've changed my diet completely and no longer eat gluten or refined sugar. Importantly, I choose nourishment over convenience even though this comes with a price tag. Healthy food is expensive in Türkiye."

Happy Winter to all!

Barbara



We got this!

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