

# Rich thinking – Winter update



2015 was a whirlwind year for *Rich Thinking*. I spoke in front of over 5,000 people at various events, including retail banking seminars, gender-focused conferences, stock exchange investor evenings, and 10 CFA societies across Asia, Europe and North America. I am now in the final stages of completing my 2016 white paper: *How smart women are shaping the future of the financial industry*, which will be released in Stockholm on International Women's Day – March 8th.

Interviews with 50 global leaders have resulted in six fascinating themes for this year's research. Shhhh! Here is a sneak preview of one of the six themes... are you ready? *"Every industry is the financial industry!"* Yes that's right! In 2016, every business is a digital business, every industry is the financial industry, and every job requires financial knowledge.

I don't want to give away too much in advance of the launch, but Heaton Dyer, Executive Director, Strategy for the Canadian Broadcasting Corporation put it perfectly:

*"The person who 20 years ago had a great creative idea didn't have to think about much else. Today you have to understand how to translate your great creative idea into business models that are appropriate for today's media environment. As it happens, my favorite three entrepreneurs are all women – two of whom went back to get MBAs after long-time careers in the media industry!"*

As always, I want to send a huge thank you to all of the smart men and women who have contributed to my work. The stories from *Rich Thinking* continue to inspire and make a real world impact. Here is a great summary of the highlights of my research over the past five years – special thanks to Investor View by Danske Invest - Copenhagen for the five minute video: *Investor View with Barbara Stewart... Beyond the traditional asset mix.*

Please see all international media coverage on [www.barbarastewart.ca](http://www.barbarastewart.ca).

Happy New Year to All!

*Barbara*  
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