

Rich thinking – Fall update



Many thanks to all of the women I have interviewed so far for my next white paper, which will be launched on International Women's Day: Friday, March 8 2013. I am already well along the way to my objective of speaking with 100 amazing women around the world.

This year's research looks at a) how smart women are invested (in terms of asset classes) and perhaps more importantly, b) how smart women are investing (in terms of their resources of time, energy and/or money).

Three Emerging Themes:

- *The concept of home is a front-runner in both categories*
- *Many of us are building communities – there seems to be a need for a sense of connection, a sharing with other women*
- *Lastly, I expected many women to be focused on charity work. And they are... but not in the traditional way. They still want to 'save the world', but they are doing it through individual projects rather than through established mainstream charities.*

That's all I'm going to write on this topic until March so if you have time to read before then... and you are in the mood for a fun feminist rant, I recommend... [How to Be a Woman](#) by Caitlin Moran.

Warmest Wishes to All!

Barbara

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