

GOOD INSIGHTS STRATEGY INC AS A LOVE CHILD

Albert Einstein and Oprah Winfrey had a love child named Good Insights Strategy. From them she inherited their intelligence, curiosity, problem solving ability, direction, and desire to know the unknown. She is strong, bold and clear. She has drive and ambition, loves her family, her friends and her work. She is quick, a little quirky and has a unique sense of humour. There is a spark and mysteriousness to her. She listens, observes, investigates and creates solutions and directions to make things better and which help to make sense of the world.

She is real, warm, modern, evolving and fun. The brain is Einstein and the delivery is Oprah. Her work looks effortless but there is amazing depth and strength behind it. Her genius is self-evident and stands the test of time.

She is a bit of an enigma - she likes to listening to anything classic – classic rock like the Eagles, John Mellancamp, Doobie Brothers, the Clash, classical guitar, French café jazz, classical piano, instrumentals, country as well as modern classics. Though, you often find she is happier sitting reading in silence.

She lives in London because she loves the way the city runs so smoothly, its excellent infrastructure and city public works, its ability to combine the past and the present, the history, the quality of the shopping and the weather. The city is centrally located and has good access to other countries as well. Her flat is beautifully but simply decorated with large light filled windows, some cherished antiques from all her travels as well as some unique modern elements. She has structured black and white photographs, a few wild paintings, interesting sculptures and art pieces, the most comfortable couches and chairs and amazing vibrant pops of colour throughout. The house is tidy but not fussy, has a warm welcoming feeling and always smells clean and fresh. The feeling is solid and established but with flow.

She rides a forest green Brompton fold up bicycle – it is excellent quality, hand made and has superior functionality. It is comfortable and gets her where she needs to go. Plus she can fold it down and take it with her in her car in case she needs it. The car she drives is practical, extremely safe, and gets good fuel economy. It has room for her family and her dog, it can haul all sorts of things yet is elegant and of good quality.

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Her sense of style is classic, sophisticated, timeless and elegant. Yes, she still wears nylons with a dress, loves pearls, jewels and gems, heirloom pieces and a nice handbag. She appreciates quality pieces that look great but that are practical and soft. Her style icons include Grace Kelly, Jackie O and Kate Middleton. If she were a man she would wear Brooks Brothers, Ralph Lauren and Hugo Boss.

She has two key fragrances of choice - Clinique Aromatics Elixir and Hermes's Eau d'Orange Verte. Both are intriguing complex scents that appeal to both men and women and touch the senses and spirit in subtle ways. These fragrances are fresh, unique, strong and bold. They are refined and authentic and are balance of creativity and traditional craftsmanship.