



# RSA GROUP REFLECTIONS

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**DECEMBER 2024**  
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Dear friends

The festive season is a special time, for many reasons. In addition to the opportunity we all get to break bread with loved ones, we are also gifted the chance to look back on the year just passed, and start creating plans for the months ahead.

And of course, while business always matters, and is always on our minds, one of the best things about this period is the wider personal context. I always relish the space December and early January offer to do things like share favourite books, thoughts and experiences with friends and loved ones. As I've written about previously, reading is one of my great interests, and it's a fascinating fact that many of the most important books of my life have first made their presence known in the festive season, through recommendations from people who know me well enough to guide my focus. (With this in mind, I look forward

to sharing fresh influences and reading lists with everyone at RSA Group when we return in the new year.)

The festive season is a time to be inspired, and to inspire others, and I hope that no matter where you are or what you're doing this year, you are able to fully enjoy everything it has to offer. May your time with friends and family be peaceful, relaxed, and also stimulating – in the ways that really matter.

Lastly, if you are working through this season, thank you! You are playing a huge role in making sure the rest of the country is able to share fresh food, community, and insights, together.

**Best wishes**  
**Jaco Oosthuizen**

