

Training for the park

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**Why behaviour matters more
than prediction in investing**

The analogy

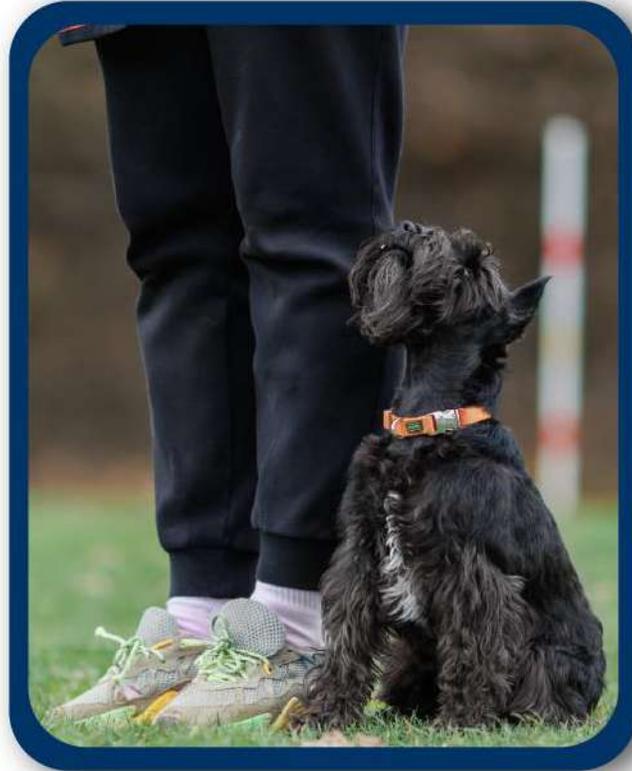


Emotional environment



Client

Training behaviour



**Financial Planner
(Trainer)**



**Portfolio Manager
(Behavioural Specialist)**

The Client



Fight or Flight

Chase what moves

Freeze

Reacts before thinking

Panic
Chase returns
Over confidence
Herd behaviour
Freeze



Training before the gate opens



Appropriate responses =
Behavioural coach and risk guide

Build discipline before chaos

Correct behaviour early

Prevent harm = long-term partner

Risk profiling

Education

Ongoing conversations

Planning = structure

The Portfolio Manager

Design the environment

Anticipate risk

Manage exposure

Reduce behavioural damage



1

Unpredictable

2

Noisy

3

Crowded

4

Indifferent



VOLATILITY

is normal, not a failure

A close-up photograph of a dog's face, looking upwards. On its nose, it balances a tall, perfectly aligned stack of approximately ten brown, bone-shaped dog biscuits. At the very top of the stack sits a single, smooth, glowing green sphere. The background is a dark, solid color.

Standards = reduced chaos

Structure = Compounds

Oversight = enables freedom

Rules = protect

A fluffy brown and white dog is shown from the chest up, sitting against a teal background. The dog is covering its eyes with its front paws, a gesture often associated with embarrassment or shyness. The dog's fur is soft and slightly messy, with brown patches on its head and ears, and white fur on its chest and paws.

Emotional decisions

Poor timing

Loss of confidence

Abandoning markets





What does success actually look like?

The value of the trainer



Risk - Calm under pressure

Act consistently

Stay invested

Trust the process



Understand your client

Loss - fear

Comparison - FOMO

Uncertainty - paralysis



What if?



Behaviour reviews



Structure



Direct access



Options, not products

momentum

securities

Instinct needs guidance

Behaviour drives outcomes

Training creates freedom

