



MISTAKES INVESTORS MAKE DURING DOWNTURNS

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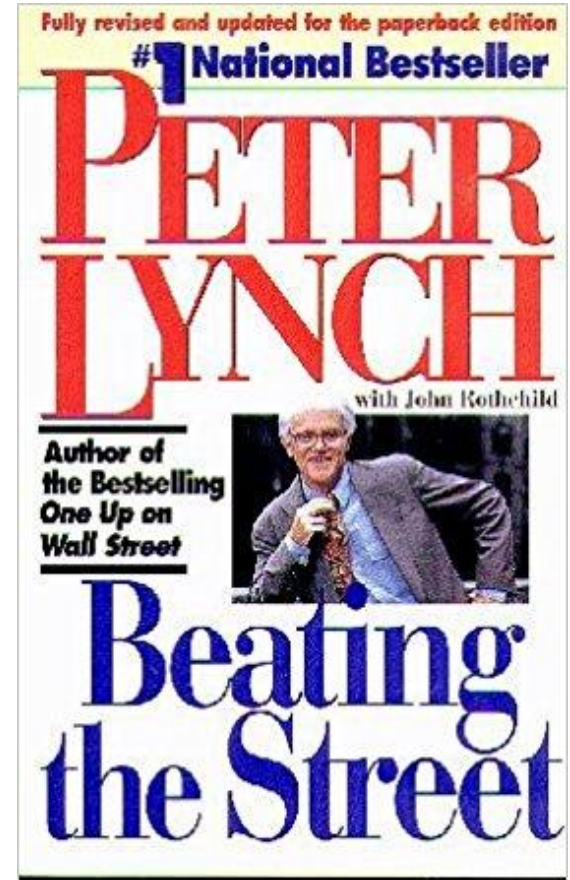
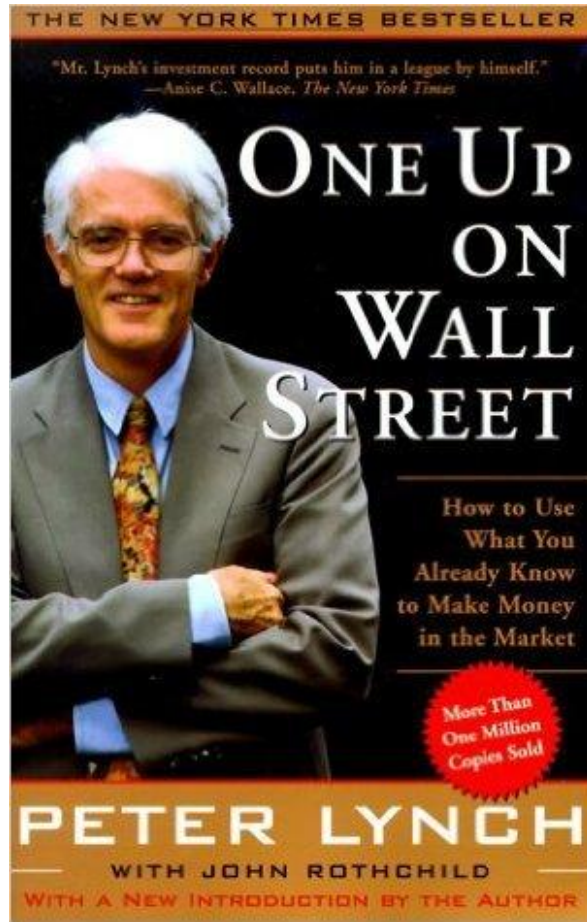
Agenda:

- Average downturns
- Big question: will this damage fundamentals. It hasn't yet
- Analysts vs strategists at turning points
- Your brain is the enemy!
- Tips

Your brain is the enemy:

- Bias to buy when markets are booming, sell when busting
- i.e. buy high, sell low
- Markets aren't fundamentals

Fighting your own biases:



Your brain is the enemy:

- Confirmation Bias
- Optimism Bias
- Loss Aversion
- Self-Serving Bias
- Planning Fallacy
- Choice Paralysis
- Herding
- Stories vs Analysis
- Recency Bias
- Bias Blind Spot

What should you do:

Self Evaluation:

- Do you have the temperament to make investment timing decisions?

Regret Minimisation:

- Evaluate the fear vs greed trade-off
- Don't invest all at once

What should you do:

- **Asset Allocation:** Get your strategy right and then stick to it
- **Self Control:** Rebalance regularly. Don't watch every market tick. Don't trade for the sake of doing something. Automate deposits.
- **Analysis Paralysis:** Do something over nothing
- **Losses and gains:** Don't stress about it - I prefer to ignore entry prices when making decisions

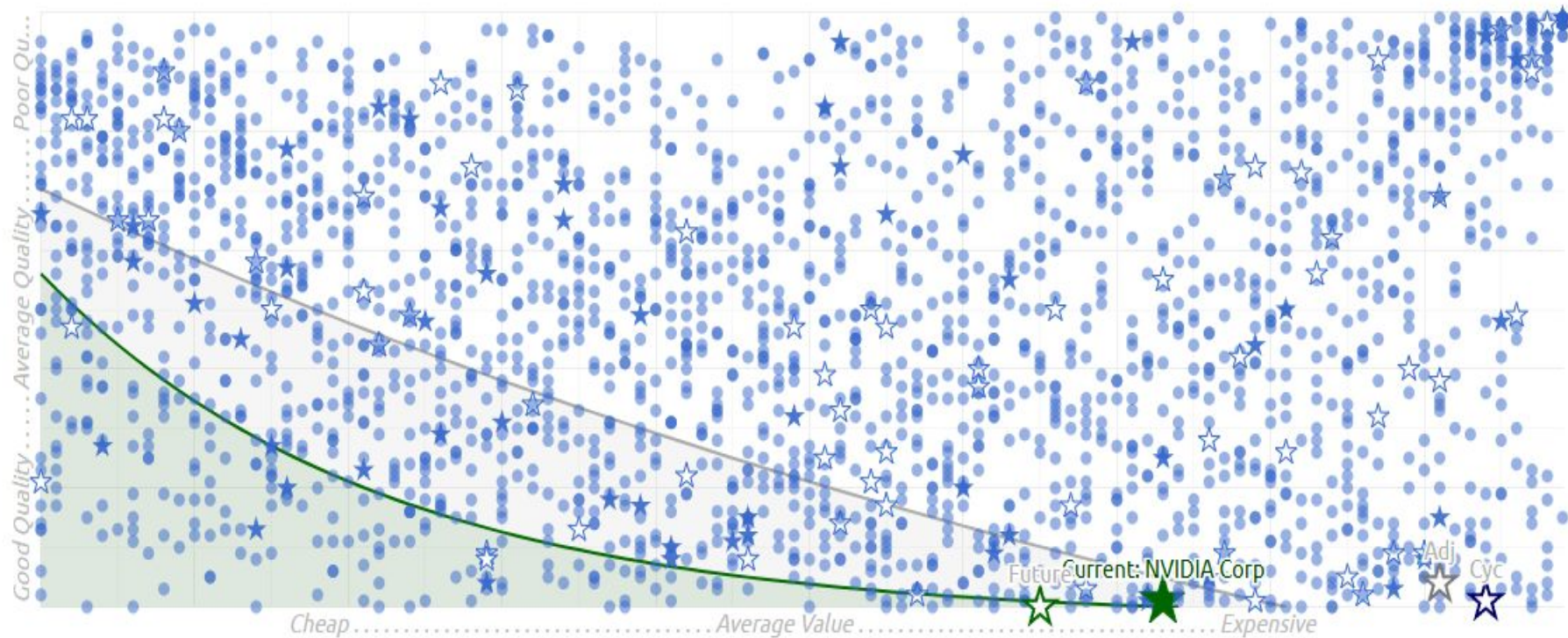
What should you do:

- Don't go 0 to 100 and back again
- If you sell, you need plan to get back in. (a) time (b) price (c) fundamentals
- Don't plan your fire drill after the fire starts
- High quality stocks will get sold, chance to get increase the quality of your portfolio

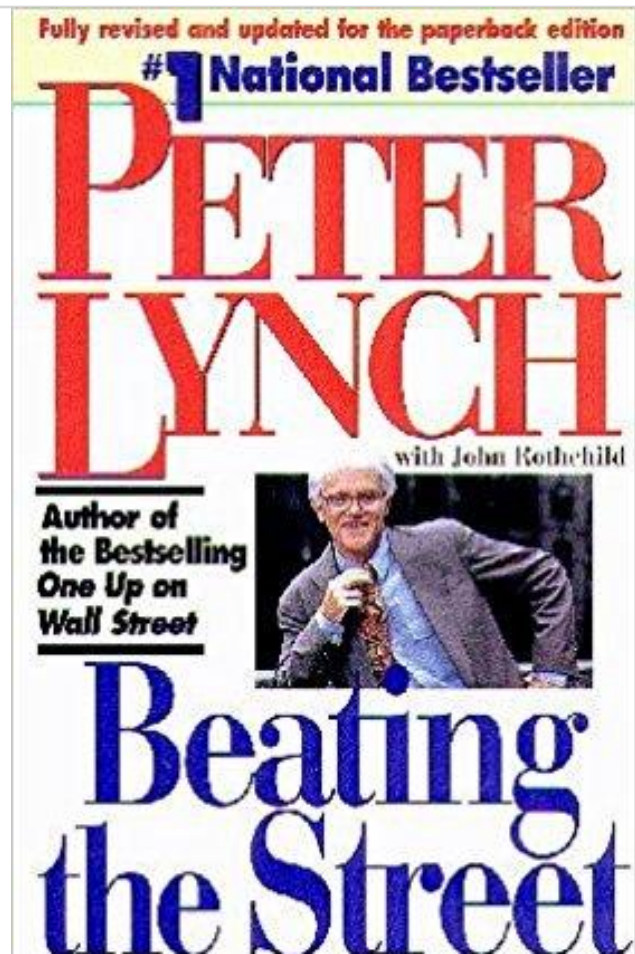
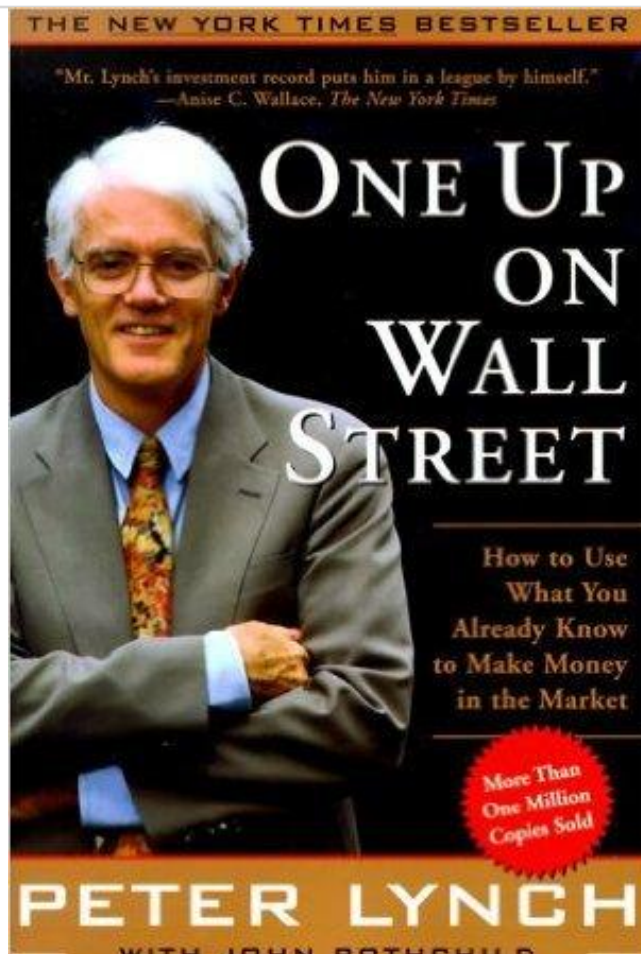
Quality Value Trade-off:

Quality/Value Scattergram ⓘ

ⓘ



Invest in what you know:



Choose themes to screen from your portfolio away from (i.e. remove stocks)

Climate Change

War

Human Rights

Health

Vices

Animal Rights

Religion

Asset Class

Thematic

Climate Change

- No Fossil Fuels (Worst Offenders) 
- No Fossil Fuels (Any) 
- No Coal Seam Gas or Fracking 
- No Nuclear Power 
- No Old Growth Forest Logging 

Personalise Your Portfolio

Screens

You can exclude the below to customise your portfolio

Climate Change	War	Human Rights	Health	Vices
Animal Rights	Religion	Asset Class	Thematic	

- No Fossil Fuels (Worst Offenders) ?
- No Fossil Fuels (Any) ?
- No Coal Seam Gas or Fracking ?
- No Nuclear Power ?
- No Old Growth Forest Logging ?

Tilts

You can add the below to customise your portfolio

Investment Style Factors	Climate Change	Technology	
Consumption	Commodities	Military	GICS Sectors

- Quality Stocks ?
- Value Stocks ?
- Growth Stocks ?
- Defensives ?



Personalise your portfolio now >



Build Your Portfolio

Need help with this page? Video Tutorial

- Account Selection
- Investment Choice
- Risk Profile
- Build Your Portfolio**
- Ethical Overlay
- Review
- Applicants
- Bank Details
- Compliance
- Final Review

Portfolio Tilts



Quality Stocks

Value Stocks

Growth Stocks

Oil & Gas Stocks

Gold Stocks

Agribusiness

Large Technology Stocks

Cloud Computing Stocks

Robotics/AI

Video Gaming

Cybersecurity

Clean Energy

Defensives

Battery Supply Chain

Nuclear Power

Defense Contractors

Travel

Luxury Goods

Logistics

Global Communication Services

Global Consumer Discretionary

Global Consumer Staples

Global Energy

Global Financials

Global Health Care

Global Industrials

Global Information Technology

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