



FRANKLIN TEMPLETON
INVESTMENTS

FRANKLIN TEMPLETON ACADEMY

PSYCHOLOGY OF INVESTING

Take this fascinating tour of the biases built into the human decision-making process, and learn how to apply your new insights to inform and guide your clients.

Course Summary

Over three chapters, explore competing schools of thought, the inner workings of some common biases, and three techniques investors can use to take charge of their decision-making process.

- Why Investors Act Irrationally
- Five Behaviors that Can Lead to Investment Mistakes
- Three Investment Techniques to Help Mitigate Behavioral Biases



Learning Objectives

This course is designed to teach you to be able to:

- Differentiate between Traditional and Behavioral finance theories.
- Recognize some common behavioral biases and explain how they may impact investment decision-making
- Discuss three techniques that may help you and your clients reframe their approach to investment decision-making.

Accreditation

Please contact your local Franklin Templeton office or email us at franklintempletonacademy@franklintempleton.com for accreditation details.

Franklin Templeton Investments Australia Limited (ABN 87 006 972 247)

(Australian Financial Services License Holder No. 225328)

Level 30, 88 Phillip Street

Sydney, NSW 2000

tel +61 2 9250 2224

www.franklintempleton.com.au

For Financial Professional Use Only / Not for Distribution to the Public

© 2017 Franklin Templeton Investments. All rights reserved.