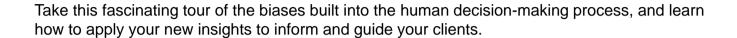
FRANKLIN TEMPLETON ACADEMY

PSYCHOLOGY OF INVESTING



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

www.franklintempleton.com.au

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