

Becoming a Better Decision Maker



Thought vs. Feeling: Opposing Parts of the Brain.

Investing, it's more about managing our human emotions than evaluating investment options. As we have advanced over thousands of years, our brain and survival instincts have remained the same. Today, we struggle with our brain operating in two ways; rationally and emotionally. It all boils down to one question, "Am I going to be ok?"

"The real problem of humanity is the following: we have Paleolithic emotions, medieval institutions, and godlike technology."

-Edward O. Wilson

Host

Peter Lazor

Market Executive

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Speaker

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