

Jill Woodford



Connoisseur for fine insurances and sound investments

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Psychology of Money

The area of behavioural finance is key to understanding how people react emotionally towards money and how this affects not only an individual but also the world's stock markets.

- What are the main emotions surrounding money?
- How do you react emotionally to money?
- Are you a poverty thinker or a prosperity thinker?
- Did you know that the joy of a 20% gain in your finances is not the equivalent of a 20% loss?
- Did you know that men and women have very different emotions affecting their financial decisions?
- Did you know that people tend to credit their own cleverness for financial success but blame others for financial loss?

Behavioural finance is an area of personal interest. I include the insights I have gained in this area in my work with my clients. Financial strategy and discipline can help counteract the unknowns in this life, be they from personal events or from financial cycles.