



Between Fear and Hope – An Introduction to Stock Market Psychology
- with Joachim Goldberg

When money is involved, the good sense or otherwise of a decision is evident: it makes one richer or poorer. Although most market participants are convinced that they behave rationally, the results of their decisions are often less than what would be described as optimal. They try their best, but make mistakes like everyone else. And these mistakes are repeated. In addition, there are emotions that can also hinder sensible decision-making. This is because intense emotions can deeply affect rational thinking and behaviour.

Financial markets ultimately represent none other than everyday life – but in a condensed form. Decisions on the stock market are made in the same manner as those made privately or in any other work environment. But, in the markets, a lifetime’s worth of decisions could be made in single day. In recent years a new discipline has emerged in the USA that spans the gap between economics and psychology in the domain of capital market analysis. The resulting knowledge and ideas are gaining ground in Europe: decision-makers here too are becoming interested in the psychological elements of success and failure.

Over approximately 100 minutes, Joachim Goldberg will demonstrate how financial markets really function, where traps lurk and how one can reliably eliminate typical behavioural errors by using a stock market simulation and easily remembered practical examples.

Number of participants: 50 persons minimum