INVESTMENT DECISIONS AND BEHAVIORAL FINANCE
Identifying and Capitalizing on Irrational Investment Practices
Investment Decisions and Behavioral Finance presents the science behind investment decision making. The program opens with a networking dinner on Wednesday evening, November 16. You will spend the next two days at Harvard Kennedy School exploring the common biases and irrational investment behaviors that significantly influence the performance of financial markets and produce suboptimal outcomes for investors. The program will conclude late in the afternoon on Friday, November 18.

Led by a faculty of intellectual thought leaders and foremost practitioners, Investment Decisions and Behavioral Finance explores the behavioral underpinnings for investment decision making. This program offers a deep examination of the central principles surrounding the psychology of decision making under conditions of risk and uncertainty, providing critical insights and practical applications for those responsible for managing assets and constructing portfolios for investment clients. Participants will be a part of an extraordinary group of global peers, offering networking opportunities both during and long after the conclusion of the program.

“As a board member of one of the largest pension funds in America, I found this to be the most valuable class I have ever taken.”

BRUCE PERELMAN
FORMER SECRETARY OF THE BOARD OF INVESTMENTS
LOS ANGELES COUNTY EMPLOYEE RETIREMENT ASSOCIATION
**Investment Decisions and Behavioral Finance** features thought-provoking classroom sessions and interactive learning exercises with leading behavioral finance professionals and academics. The program curriculum provides intellectual stimulation and allows participants to:

- Understand the applied science of effective decision making
- Discover how our brains are ill-wired to deal with the decisions that modern financial markets require and ways to adjust for these shortcomings
- Learn how and why financial bubbles develop and strategies for recognizing them
- Identify documented psychological proclivities that lead investors to make severe investment errors

The program will also focus on practical actionable strategies addressing the following topics:

- How should you invest in a world where there is extreme uncertainty about the economic future?
- How have effective decision makers and companies implemented behavioral finance approaches?
- Given all this information, how do you best manage your clients, colleagues, supervisors, and subordinates?
- How do you identify erroneous assumptions that underlie many standard financial practices?
TO REGISTER OR LEARN MORE ABOUT PROGRAM DATES, CURRICULUM, TUITION, AND MORE, PLEASE VISIT EXED.HKS.HARVARD.EDU/EE/FINANCE

Early registration is encouraged, and registration forms received after the deadline will be considered only if there is space available. There are no formal educational requirements; however, fluency in written and spoken English is a necessity for participation.

**KEY PROGRAM TAKEAWAYS**

**Investment Decisions and Behavioral Finance** will offer you critical insights and practical solutions to challenges like:

- Predictions – exploiting overconfidence of security analysts’ estimates
- Agency issues – dealing with clients in disruptive market environments
- Risk evaluation – evaluating potential risks and what can go wrong realistically
- Peer pressure – dealing with investment committee dysfunction

**WHO SHOULD REGISTER**

This program is designed for senior decision makers in the investment community, including investment company presidents, chief investment officers and senior executives of corporations, investment strategists, portfolio and fund managers, pension plan executives, senior analysts, directors of research, and high net worth private investors.

*In partnership with the CFA Institute and CAIA, Harvard Kennedy School Executive Education is pleased to offer a special tuition rate on Investment Decisions and Behavioral Finance to members of these organizations. Additionally, this program is approved by the CFA Institute and the CFP Board of Standards for 15 continuing education credits.*
Richard Zeckhauser

Frank P. Ramsey Professor of Political Economy at Harvard Kennedy School. Many of Zeckhauser’s policy investigations explore ways to promote the health of human beings, to help markets work more effectively, and to foster informed and appropriate choices by individuals and government agencies. Professor Zeckhauser’s contributions to decision theory and behavioral economics include the concepts of quality-adjusted life years (QALYs), status quo bias, betrayal aversion, and ignorance (states of the world unknown) as a complement to the categories of risk and uncertainty. In 2014, Professor Zeckhauser was named a Distinguished Fellow of the American Economic Association. He holds a BA (summa cum laude) and a PhD in economics from Harvard University.

Arnold S. Wood

Co-Chair, Investments at Martingale Asset Management, L.P. Wood is well known for his pioneering educational work, particularly in behavioral finance and investment practices. Prior to founding Martingale, he was a Trustee and Senior Vice President of Batterymarch Financial Management where he was a global investment strategist and portfolio manager for ten years. He was a Governor of the CFA Institute, Chairman of the former Financial Analysts Federation, Chair of the Financial Analysts Journal Committee, and a founding member of the International Society of Financial Analysts. He has received prestigious awards from the CFA Institute, including the Daniel J. Forrestal Leadership Award for Professional Ethics and Standards of Practice and the Leadership Award in Global Investing.

For a complete list of faculty and speakers, please visit exed.hks.harvard.edu/ee/finance

“The quality and variety of both the lecturers and my peers was excellent, and I look forward to staying in touch with many of them in the months and years to come.”

– GIOVANNA CAROLLO CARTER

PRINCIPAL, FAMILY OFFICE IN HOUSTON, TEXAS
» Richard Zeckhauser, Faculty Chair: Frank P. Ramsey Professor of Political Economy at Harvard Kennedy School
» Arnold S. Wood, Faculty Chair: Co-Chair, Investments at Martingale Asset Management, L.P.
» Douglas Elmendorf: Dean of Harvard Kennedy School and Don K. Price Professor of Public Policy
» Diane Garnick: Chief Income Strategist at TIAA and Board Member at CFA Institute Research Foundation

» William Goetzmann: Edwin J. Beinecke Professor of Finance and Management Studies & Director of the International Center for Finance at the Yale School of Management
» Robin Greenwood: George Gund Professor of Finance and Banking at Harvard Business School
» David Laibson: Robert I. Goldman Professor of Economics and Chairman of the Department of Economics at Harvard University
» Andrew Lo: Charles E. and Susan T. Harris Professor of Finance at MIT Sloan School of Management
» Michael Mauboussin: Managing Director and Head of Global Financial Strategies at Credit Suisse

» Carmen Reinhart: Minos A. Zombanakis Professor of the International Financial System at Harvard Kennedy School
» Lawrence Summers: Charles W. Eliot University Professor and President Emeritus of Harvard University
» Jason Zweig: Columnist for The Wall Street Journal, former senior writer for Money magazine and a guest columnist for Time magazine and CNN.com
YOU’RE HERE TO MAKE A DIFFERENCE.