

SPEAKING TO YOURSELF

Speaking to yourself in the 3rd person can lead to better investment decisions



According to legend, Julius Caesar spoke of himself in the third person. He often abandoned the use of 'me' for the third-person pronouns he, him, his and himself. While it might sound a little bit ridiculous, research now suggest that it can lead to better decision-making.

We are raised and socialised through language to speak of ourselves as 'me, myself, and I'. By thinking of yourself as somebody else, you change the way you react by discussing your thoughts, feelings and options **as an observer instead**. This small change in perspective can clear your emotional fog, allowing you to respond more logically.

Making the best investment decision every time is nearly impossible. That's why people constantly seek and need financial advice.

When the final call is yours, and it's a particularly difficult decision, consider talking to yourself like this:



Shifting to an objective frame of questioning can improve your **intellectual humility**. This allows you to consider alternative perspectives, recognise underlying uncertainty and search for compromise.

Next time you're unsure about a decision, create a bit of distance from yourself and you may give yourself the best advice you've ever had.

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